

CHEMIST & DRUGGIST

The newsweekly for pharmacy

September 5, 1992

JENKS
ADVERTISEMENT
SUPPLEMENT INSIDE

THE HEAT IS ON.



With our penetrating press campaign extending through autumn and winter, we warmly recommend that you be fully prepared for the extra demand. And with generous bonus terms from your wholesaler too, it really would be a shame to be caught cold.



THE POWER TO PENETRATE PAIN INSTANTLY.

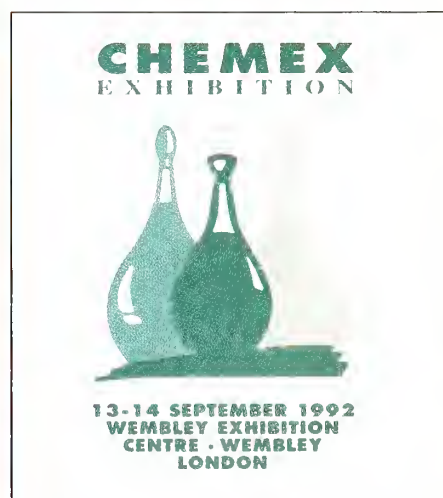
Dorset looks at pharmacy mergers

RIP mails LPCs for support

Working for an inspection unit in N. Ireland

BPH: complaint of the over-50s

Vernon Carus revamp image



Chemex 1992 previewed

Brand leader goes on trial



NEW TRIAL SIZE STARTER PACK

In research, 9 out of 10 respondents who tried brand-leading Ibuleve stated that they found its unique formulation effective and they intended to repurchase. Now, even more of your customers can experience the painkilling power of Ibuleve with new Ibuleve Trial Size Starter Packs. They'll discover for themselves the advantages of Ibuleve over pills and traditional rubs. New Ibuleve Trial Size. Available for a limited period, with unlimited potential.

**PAIN
RELIEF
WITHOUT
PILLS**

FOR THE RELIEF OF BACKACHE, RHEUMATIC AND MUSCULAR PAIN, SPRAINS AND STRAINS

DISTRIBUTED BY DDD/DENDRON LIMITED, WATFORD, HERTS WD1 7JJ.

CHEMIST & DRUGGIST

INCORPORATING
RETAIL CHEMIST
& PHARMACY UPDATE

Editor: John Skelton, MRPharmS
Deputy Editor: Patrick Grice, MRPharmS
Contributing Editor: Adrienne de Mont, MRPharmS
Business Editor: Zachary Goldring, MSc
News Editor: Jane Feely, PhD, MRPharmS
Beauty Editor: Sarah Purcell, BA
Technical Editor: Jacqui Brommell, MRPharmS
Art Editor: Tony Lamb
Price List Controller: Colin Simpson
Advertisement Manager: Frances Shortland
Assistant Advertisement Manager: Doug Mytton
Advertisement Executives: Julian de Bruxelles
Pauline Borda
Production: Shirley Wilson
Publisher: Ronald Salmon, FRPharmS
Director: Felim O'Brien

Published Saturdays by Benn Publications Ltd, (member, United Newspapers Group), Sovereign Way, Tonbridge, Kent, TN9 1RW
Telephone: 0732 364422
Telex: 95132 Benton G
Facsimile: 0732 361534

Regional Advertisement Offices:
Manchester (North & Scotland):
Area Manager: Brian Carter
(061-881 0112)

Subscriptions: Home £95 per annum. Overseas & Eire £133 per annum including postage. £1.94 per copy (postage extra).

ABC Member of the Audit Bureau of Circulations

in A United Newspapers publication

Thisweek

VOLUME 237 NO 5846 132nd YEAR OF PUBLICATION

ISSN 0009-3033

Dorset's new Health Commission pushes for two pharmacists per store 388
Health strategy document gives support to rural pharmacies and extended role

RIP seeks support for role it can play within LPC framework 389
Liverpool LPC expects to set up open meeting for contractors to air their views

Durham FHSA launches generic "top ten" initiative to save £400,000 389
Pharmacies provided with cards to explain policy to patients

Merieux get DoH contract to supply HIB vaccine 389
Vaccine to be available from October in childhood vaccination programme

Homes sweet homes, Northern Ireland style 402
Paul Nixon explains his role in a unit inspection team

BPH — an update on a consequence of ageing 408
Fifty per cent of men over 60 have prostate problems

Smithkline Beecham shake up research programme 412
R&D to focus on more commercially attractive areas

Wellcome move all production to Dartford 412
Review of facilities leads to closure at Crewe

Vernon Carus break with old image 413
Company looks for high-tech, complementary products

REGULARS

Topical reflections	391
Northern Ireland notebook	391
Counterpoints	392
Medical matters	398
Letters	400
Business news	412
Coming events	413
Classified advertisements	414
Business link	425
About people	426

Comment

"Another year older and deeper in debt..." or that's how the song goes. For many UK companies that line will ring uncannily true. However, although pharmacists and the companies that supply them appear to have fared better than their peers in other market sectors, the post-election euphoria of many in business has now fizzled out. So it is opportune that the industry has another showcase in which to display its wares and to inject fresh pace into what has remained, in spite of all, a fast-moving sector.

Chemex 1992 takes the arena at Wembley for the second time with near the same number of exhibitors as last year. There are many familiar faces among the big names. Among the wholesalers AAH continue their support, while Numark and Unichem are absent for the second year in a row — Unichem presumably because they are still very much afloat after their Stock Market flotation, and Numark, perhaps because they are consolidating their position.

Among manufacturers most of the big boys in healthcare are on stage. Crookes Healthcare say they will be stressing their commitment to pharmacy (see **Business News** last week) while Smithkline Beecham will unfold their expanding range of increasingly

pharmacy-orientated healthcare products alongside their personal care brands. And Sterling Health and Whitehall Laboratories continue to back their sales effort with the more personal approach that is possible away from the pharmacy. While it is true that the strong have the resources to sustain their promotional programmes in hard times, it is good to see them committing the cash, staff and time necessary to do themselves and their pharmacy customers justice. And, of course, for smaller companies and the newcomers to pharmacy retailing, the effort required is proportionately more costly.

For *Chemist & Druggist* staff Chemex provides an opportunity to meet subscribers face to face in a different environment together with advertiser and non-advertiser alike. This year the stand will be manned by editorial, advertising and Price List staff who will be pleased to take on board new ideas and to hand out some prizes in return (see p10 of the Preview). We will also have on sale copies of *C&D's* new Guide to OTC Medicines (p389) as well as displays showing how the weekly issue is put to page on-screen by journalists. So join us, the industry and your peers and their assistants and help pharmacy reach the new heights in the High Street to which it aspires.

Two-pharmacist stores proposed for Dorset

The development and amalgamation of pharmacies "where appropriate" to provide a minimum of two pharmacists is among suggestions put forward for consultation by the new Dorset Health Commission.

Also supported in the strategy document, which has yet to be adopted, is rural pharmacy, postgraduate education, referral forms, delivery services, PMRs and services to residential homes.

The Commission was formed

last month by the merger of Dorset Health Authority and the Family Health Services Authority. The move, described in the local Press as "a radical initiative", is designed to improve healthcare and cut bureaucracy.

The resulting Dorset Health Commission brings together responsibility for hospital and community services — doctors, dentists, opticians and pharmacists — under a single banner. The Commission is

estimated to have an annual budget in excess of £300 million.

One of the first moves it has made has been to put forward a health strategy for the county which will shortly go out for consultation. Section 19 deals with pharmaceutical services, and in it the Commission supports some of the extended roles suggested in the recent Joint Working Party report.

Dorset Local Pharmaceutical Committee secretary Roger King described the pharmacy section of the strategy as "lovely".

"It is very exciting, this is just what we want to see. The rest of the country could well follow in due course," he told *C&D*.

One of the most striking suggestions outlines the Commission's support for two pharmacists in each pharmacy.

"This will not only ensure a professional presence at all times the premises are open, but also facilitate independent checks of prescriptions and allow for greater provision of health promotion," it says.

"The Commission will therefore encourage the development and amalgamation, where appropriate, of pharmacies to provide a minimum of two pharmacists."

On the question of location, the Commission considers that pharmacies should be sited close to GPs' surgeries, ideally in adjacent premises.

"This will not only provide convenient access to patients but will make it much more likely that GPs will take advantage of

the pharmacist's expert advice on drug efficacy, side effects and cost and on the managements of their drug budget," the strategy explains.

"The Commission will use its powers over the location of GPs and pharmaceutical premises to encourage a closer relationship."

There is also a shot in the arm for rural pharmacy over dispensing doctors. "The Commission believes that the most appropriate use of skills and the best delivery of services is achieved if medical practitioners prescribe and pharmacists dispense prescriptions," says the strategy.

"In some rural areas, the population is not sufficient to support a pharmacy, and local GPs dispense as well as prescribe. It is recommended that the same agreed quality standards should apply to dispensing practices as to pharmacies."

The Commission also supports the development of the pharmacist's role as an adviser to GPs in prescribing, and wants to progress towards pharmacists becoming an "equal and valued" member of the primary care team. "Developing the culture in which this relationship will be possible will be a priority for the Commission."

Pilot projects

Initially pilot projects are planned in both prescribing and dispensing practices which will involve the further training of selected community and other pharmacists.

RPSGB concerned about free medicine dispenser

The Royal Pharmaceutical Society has voiced concerns over a medicine dispenser being given away free with *Parents* magazine.

Tomy Medi Feeders measure levels of medicine 10 per cent too high, the company has admitted. The discrepancy affects only the free gift and not ones for sale.

Tomy decided not to recall the device after trading standards officers said that the inaccuracy was within safety levels.

RPSGB press officer Beverly Parkin said that the Society is concerned about the product as a whole rather than just about the exact dose calibration.

The Society is concerned about advice that the device could be filled with medicine and then left to be given later. The Medi Feeder lid is not childproof. For medicines like antibiotics, which need shaking before being given, the lid may not be secure enough.

A spokesman for Tomy said that when the Medi Feeder was designed, it was tested to ensure it was fit for the intended purpose.

"We seem to be dealing with a little bit of a mountain out of a molehill. It seems to us to have been blown out of all proportion," he told *C&D*.

Pharmacist Gaz Clapinski says that he is appalled that the measure is still being distributed after the error was recognised. Medicines should be treated with respect, he says, adding that he does not believe that a 10 per cent error is acceptable.

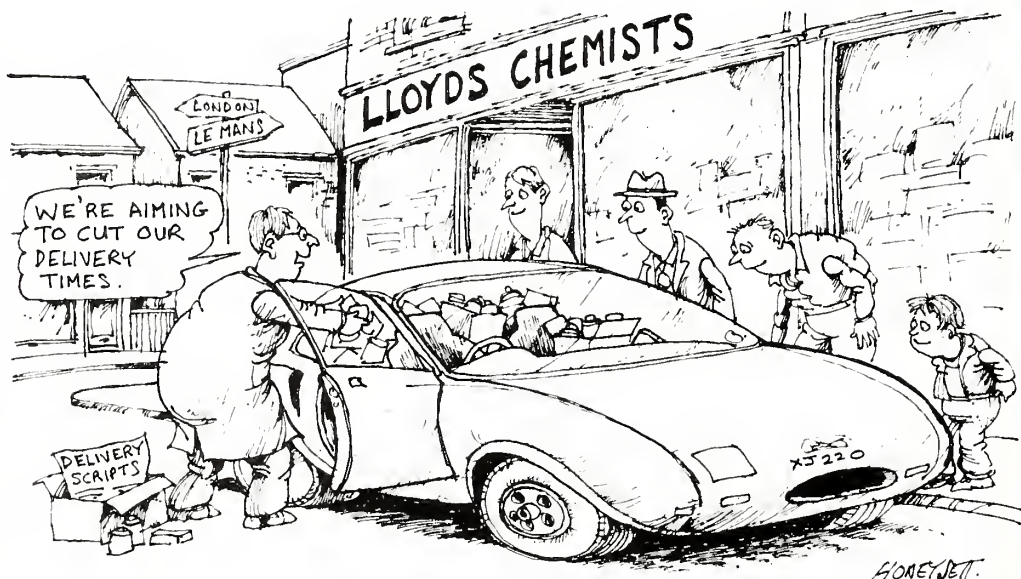
Countering criticism, Tomy claim that a public analyst's tests found that some 5ml spoons measured 5.5ml or even 6.5ml. "If a 10 per cent overdose is that crucial then some of the measures already in use are questionable," they said.

Lloyd to race £450,000 Jag

Lloyds Chemists chairman and chief executive Allen Lloyd, one of the first to purchase a new limited edition XJ220 Jaguar, has handed over the vehicle to 25 year old businessman and saloon car racer Rob Schirle.

Mr Schirle, who has previously driven other Jaguars owned by Mr Lloyd, will make his debut performance with the £450,000 car at Cadwell Park, Lincs, this weekend in race organised by the Jaguar Car Club. If successful, there are plans to go on to race at Le Mans and enter the World Sports Car Championship.

Handing the car over will place Mr Lloyd in the record books as he becomes the first owner of the most expensive and fastest production car in the world to allow it to be taken onto the race track.



HONEYBET.

Pilot projects will concentrate on the following areas:

- Evaluation of the benefits and safeguards provided by pharmacy computers
- A computer link between a pharmacy and a GP surgery
- Evaluation of diagnostic services in pharmacies
- Evaluation of delivery services
- Evaluation of the training needs of pharmacists and staff
- Evaluations of the cost of supplying compliance aids.

The Commission will also support a rolling programme of postgraduate education, both for pharmacists as a professional group and at local level between pharmacists, GPs and attached staff. There is also support for the training of dispensing assistants in both community pharmacies and dispensing practices.

Recognising the pharmacist's role in advising residential homes on the safe-keeping, recording, handling and disposal of medicines, the Commission wants to see the current 20 per cent of homes who receive advice to increase to 75 per cent by 1997. It also wishes to establish the receipt of pharmaceutical advice as a requirement of registration of residential homes.

On patient medication records, the strategy document says the Commission wishes to encourage pharmacists to enter the scheme. It will work to develop incentives which give recognition to good practice along the lines of the "preferred provider" status for hospital services.

Dorset HC also supports computerisation in pharmacies, the introduction of referral forms, confidential consultation areas, delivery services to patients who have difficulty obtaining prescribed medicines, and adaptations to premises to allow access for people with disabilities.

Opren saga rolls on

Hundreds of alleged victims of the side effects of the withdrawn anti-arthritis drug Opren had their hopes of claiming compensation dashed in the Court of Appeal last week.

In a crucial test case ruling, three appeal judges decided that 13 out of 16 representative claimants were barred from seeking damages against Eli Lilly. Their actions were judged to have been launched too late to share in a \$2.2 million out-of-court settlement paid to 2,000 people by Eli Lilly in 1987.

However, the appeal judges ruled that three of the 16 claimants should be given the go-ahead to pursue their claims. It will now be for their lawyers to study the appeal judges' findings and decide if any other claimants can be viewed in the same light.

LPCs asked to discuss RIP issue at next meeting

Hassan Argomandkhah, the Liverpool pharmacist who has founded the pressure group Rescue the Independent Pharmacy (RIP), has written to local pharmaceutical committees up and down the country asking them to raise the RIP issue at their next meeting.

This is "so that all your members will become aware of the possible role RIP can play within the LPC framework on a local and national basis," he says in a letter to LPC secretaries.

He also says he is hoping that more LPC members will become RIP members and/or supporters

"so all of us could then be unified under one banner".

LPCs are asked to contact Mr Argomandkhah if they require any input from RIP for their meeting or if they would like to raise any points or issues.

Jeremy Clitherow, secretary of Liverpool LPC, said the LPC took the points raised by RIP very seriously and had offered Mr Argomandkhah its assistance. The RIP issue had been put on the agenda for the next LPC meeting on September 10, he said.

Mr Clitherow said that Liverpool LPC's track record was one of open management. It had

in the past held a number of open meetings at which the feelings of contractors were gauged and the points raised published in the Committee's newsletter.

"I am confident that the LPC will authorise another open meeting and that it will be held within weeks rather than months," Mr Clitherow said.

However, Mr Argomandkhah's letter had not reached many LPC secretaries by the time *C&D* went to Press on September 2.

C&D's OTC Medicines Guide out

Subscribers will receive *Chemist & Druggist's* latest addition to its subscription package — a 116 page guide to the OTC medicines — in next week's issue.

The OTC Guide uses a *C&D* database updated with product information supplied by manufacturers and is for both pharmacists and pharmacy assistants. It lists brands, pack variants, prices, and indications.

Merieux get HIB contract from DoH

The Department of Health has offered Merieux UK a contract which will make the company the major supplier of the new haemophilus influenza type B (HIB) vaccine to the NHS.

The vaccine will be available from October. It has been incorporated into the childhood vaccination programme, and will be given to all infants at two, three and four months with the diphtheria/tetanus/pertussis vaccine.

The Department is hoping to eradicate a common cause of meningitis in children under five with the new vaccine. It is estimated that more than 1,000 children in the "at risk group" contract HIB every year. Of these, around 60 would have died and up to 150 others suffered permanent disablement.

Merieux say they will have more than one million doses available by October to meet anticipated early demand.

Any pharmacist concerned with any aspect of the new HIB vaccine programme can contact the Merieux Vaccination Information Service on 0628 773737.

Durham FHSA launches generic 'top ten' initiative

Durham Family Health Services Authority is trying to improve communication between local pharmacists and GPs. The first step has been a major generic prescribing initiative in which the Authority hopes to save over £400,000 a year.

The FHSA wrote to all its GPs encouraging them to prescribe ten drugs generically rather than by their brand names. This "top 10" was chosen with the help of the Northern Regional Drug and Therapeutic Centre and was based on cost or frequency of use.

For example, 28 days treatment with Zyloric costs eight times as much as allopurinol, while Tenormin, although only slightly more expensive than atenolol, is widely used so the cost savings could be substantial. Other drugs chosen were Brufen, Naprosyn, Septrin, Moduretic, Amoxil, Indocid, Aldomet and Lasix.

The FHSA has calculated that if all GPs in co Durham prescribed these 10 drugs generically then over £400,000 could be saved a year. It has applied to the Department of Health to keep a proportion of the savings to invest in improved patient care.

The DoH will only release

funds if a saving of £200,000 is made against the total of the indicative prescribing amounts, in which case £100,000 will be released. The LPC and LMC will both help decide how the money is to be spent.

Pharmacies and surgeries have been supplied with cards to give to patients explaining why their tablets may have a different appearance. The card reassures them that generic medicines are the same quality as branded medicines and cost the NHS less.

The scheme started in April and will run for one year. So far it appears to be working well despite objections from some GPs that they are being "harried" into prescribing generics. The FHSA's director of clinical policy, Dr Ian Mackenzie, says there is no question of doctors being forced into the scheme as practices had the chance to register formally if they did not wish to be involved.

Debra Metcalfe, an FHSA pharmaceutical adviser, told *C&D* that she had not received any calls from pharmacists having problems with the scheme. The patient cards had been helpful as the burden of explaining any changes fell mostly on the pharmacist.

'Rubber stamp' clarification

The Pricing Bureau in Scotland has clarified its position on prescriptions stamped "Dispense Monthly" by GPs.

A number of Scottish doctors, who prescribe several months supply on one script, have started to stamp their forms with "dispense monthly", according to the Pharmaceutical General Council (Scotland).

The Pricing Bureau has told the PGC that it will not pass these

forms for payment unless it is clear that this initiative has come from the prescriber and is endorsed in his handwriting.

The September issue of the Drug Tariff in Scotland has two additions to the Zero Discount list — Ceradase and Surgicel. In addition, the Pharmacy Practice Division has been instructed to accept endorsements for September pricing for Glibenclamide tablets 5mg.



An unfortunate bull's eye

In common, I am sure, with most community pharmacists, the full page advertisement from Parceline in C&D August 15 (p277) completely escaped my notice because, despite the play on words, it was aimed at the transport managers of the pharmaceutical industry.

When added, however, to the bottle of coloured mint "tablets" labelled "Parceline....Ends the misery of poor circulation — fast!" and probably received by the majority of those managers under separate cover, the advertising campaign begins to hint of irresponsibility and is worthy of all pharmacists' attention.

To advertise any product by the use of medicines disguised as sweets is reprehensible, but to use that duplicity when advertising in the pages of the pharmaceutical Press must be potentially suicidal! Pharmacists spend much of their professional time educating children and adults to respect medicines and are not amused by having that serious message flippantly abused for commercial gain.

Once the association between the journal advertisement and the "tablet" mailshot is realised then Parceline may reap the harvest they deserve (and I received my

bottle from an annoyed industrial resource), but in fairness to them it was probably their advertising agency who were overcome by enthusiastic innocence. That innocence has now been corrected, an apology and retraction should very quickly follow.

RIP the start of a major upheaval?

The pressure group founded by Mr Hassan Argomandkhah in Liverpool is gathering pace and I for one would like to see him succeed. The complacency exhibited by our negotiators on the Pharmaceutical Services Negotiating Committee over the last few years leaves me with little confidence that this Committee can ever again represent the true aspiration of the independent community pharmacist.

As emphasised by Alan Smith (C&D August 29, p364) we are becoming a profession of employees with an ever increasing domination by large multiples. That domination must affect, if not directly the policies of PSNC, then certainly the force with which it is able to present its arguments to government. It is in the interests of the large pharmaceutical groups to produce an impotent negotiating body for community pharmacy in order that they may then pursue their own selfish ambitions behind a facade of universal unity, and in this they are becoming singularly successful.

Mr Argomandkhah may have opened a can of worms of far wider significance than he expected when his original frustrations caused him to put pen to paper. Independent pharmacy is fighting for its very existence, and with PSNC suffocated by the dominance of its multiple members and their apparent unholy alliance with the government, many of those independents feel that the time may be right for a re-alignment within our negotiating bodies.

The Department of Health may not wish to negotiate with separate representatives for community pharmacy but soon it may have no choice.

Devil's advocate

I sympathise and actually agree with D.F. Kaye (Letters August 29) but at times I have to act as the devil's advocate in order to produce response. The simple logic of intransigent bureaucrats is to accept no logic other than the dictates of their own Treasury masters, and this attitude can only be entrenched by the conscientious, funding the illogical, out of their own pockets. The situation with paracetamol and other generic foil packs is, however, ludicrous. Yes, I can justify their use exactly as D.F. Kaye has indicated, but the question is... Why should I? If, for excellent professional reasons, foil packs are preferable then we should be reimbursed their cost and not less, as the new Tariff prices now dictate.

Time to bid mercury farewell

I remember a long time ago, at the hospital where I worked, a little old man whose sole employment was maintenance of sphygmomanometers. One day I heard he would be off for a few months recovering from chronic mercury poisoning caused by the obvious hazards of his employment.

I was reminded of this event by the suggestion last week (The Guardian August 27) that mercury thermometers should be banned from hospitals where the staff are still woefully ignorant of the dangers of mercury poisoning. Dr Ivan Blumenthal, consultant paediatrician at The Royal Oldham Hospital, calculated that over a ton of mercury is purchased by the NHS in the form of thermometers every year and he did not even mention sphygmomanometers!

Alternative instruments exist for measuring temperature and blood pressure. Perhaps now is the time to follow Sweden's lead and, if not ban, then at least start phasing out these historic but potentially dangerous measuring devices.

Northern Ireland Notebook

Healthy advertising

There has been much ado lately about health promotion. The first report of the Northern Ireland Health Promotion Agency and the Government's White Paper, "The Health of the Nation", have been published.

There is evidently a committed and continued effort by government to promote better health for all, which makes good sense as it reduces the misery of disease and also, in theory, saves money.

Government health targets are highly ambitious, looking for a 30 per cent reduction in deaths from lung cancer and the number of people who smoke; a 40 per cent reduction in deaths from coronary heart disease; and a 50 per cent drop in pregnancies in those under 16.

Smoking makes the single most significant contribution to ill health in the UK and therefore

...at least one pharmacy in Northern Ireland still sells cigarettes...

smoking cessation will be the main target of the health promoters. On the positive side, smoking prevalence has fallen in the last 20 years from 42 to 33 per cent of the population. However, this reduction has taken place mostly in those over 40 and in the higher social classes.

Pharmacists have a role to play and if we present our case effectively there would appear to be funds to remunerate us for our efforts.

We have so many daily contacts with the public which provide us with a legitimate right to educate on the need to stop smoking: the mum-to-be requesting something for heartburn, the heart patient getting a repeat script, the young mother asking about her child's frequent chest infections...

The list is endless but if people smoke they need to be reminded that smoking is making them or their loved ones unwell. The argument that we are intruding is rather naive and is similar to the garage not telling us our brakes are badly worn because we might not want to hear it.

I am appalled with the recent advertisement depicting two brothers encouraging us not to take the reported dangers of smoking too seriously — much has to be done to stop tobacco advertising. I am saddened that at least one pharmacy in Northern Ireland still sells cigarettes.

Topical REFLECTIONS

Counterpoints

Simple skincare gets fresh new look



Simple skincare range has been repackaged and four new products introduced.

The fresh green and white packaging is expected to encourage new users while a flash on-pack reassures existing users that the original formulations remain unchanged.

The new products are light protective moisture cream (50ml £4.29), rich protective moisture cream (50ml £4.29), special replenishing cream (50ml £5.39) and soothing eye cream (15ml £4.85). All

contain vitamin E and the two moisture creams also contain UVA and UVB sunscreens. As with all Simple products, the latest introductions are not perfumed or coloured.

Smith & Nephew will be supporting the range with £3.5 million of marketing activity, including a £2m advertising campaign. The advertising starts this October/November in women's magazines. Further advertising in the New Year will concentrate on the message that Simple products are not

perfumed or coloured.

There will be a leaflet drop to 5 million homes, together with sampling and regional activities such as national newspaper give-aways, regional newspaper competitions and an appearance at the Clothes Show Live exhibition.

Worth over £128m, the moisturising sector of the skincare market is growing at 21 per cent a year, the company says. **Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.**

Nivea Visage make UV a skincare issue

Responding to research that shows that the skincare issue of the 1990s is the effect of UV light, Smith & Nephew have introduced two new products to their Nivea Visage range.

Nivea Visage UV Protection Beauty Fluid and Beauty Cream have been developed to offer a broad spectrum protection against ambient light throughout the year. They have a sun protection factor of six and a three star UVA rating.

However, the company is stressing that the products are not designed for prolonged exposure to the sun but rather for everyday protection and moisturising. In addition to UVA and UVB sunscreens, the two products also contain vitamin E, D-panthenol and allantoin.

The fluid comes in a 100ml bottle and the cream in a 50ml tube. Both are cartoned and will retail at £4.99.

Support for the products include POS material and account specific activity. Independent retailers can

purchase a counter display prepack containing four of each of the two products, two testers and 50 information leaflets.

Advertorials are planned for the women's Press throughout November and December, backed with sampling and a 2 million door to door drop of leaflets containing money off next purchase coupons.

Research by the company prior to the products' launch shows that consumers have a good awareness of UV radiation, but the need for protection is only linked to suncare products.

Smith & Nephew say the role of pharmacists and pharmacy assistants is key in educating consumers about the difference between UVA and UVB rays and the need for daily protection to help prevent ageing.

The interest in this sector of the market is shown by its 23 per cent growth in value terms to £191 million and by 9 per cent in volume terms to April 1992, say **Smith & Nephew. Tel: 021-327 4750.**



Tinaderm attacks athlete's foot

New from Schering Plough is an athlete's foot treatment — Tinaderm Plus — which has a three way action.

The action begins with the antifungal tolnaftate which destroys the organisms causing itching and broken skin. A water absorbing polymer called Waterlock A — capable of absorbing up to 1000 times its own weight of water — absorbs excess moisture on the feet. The third ingredient is a herbal fragrance to reduce odour.

Tinaderm Plus comes in a 50g powder bottle (£2.69), an aerosol (£2.89) and a 15g cream tube (£1.59). **Schering Plough. Tel: 0638 716321.**



Sporting AAH deals

Vantage members are being offered the chance to claim a Vantage all purpose/golfing umbrella and a 15 per cent discount on orders of own brand tissues in a new trade promotion.

The Vantage tissues promotion, which will run until September 25, comprises three packages. Deal A offers a 12.5 per cent discount to Vantage members ordering one of

each variant of the own label lines on promotion, while deal B offers a 15 per cent discount in return for orders of ten or more outers of the promotional tissue products.

Deal C offer a 15 per cent discount and a Vantage all purpose/golfing umbrella free to pharmacists ordering 25 outers of any combination. **AAH Pharmaceuticals Ltd. Tel: 0928 717070.**

Adding value with Sanatogen

Fisons are introducing two added value Sanatogen multivitamin products, Sanatogen multivitamins plus minerals, and multivitamins plus evening primrose oil.

Both products contain the adult RDAs of 11 major vitamins, as well as beta-carotene which provides 20 per cent of vitamin A requirements.

Multivitamins plus minerals also contains six minerals, including iron, calcium and magnesium, while the multivitamins plus evening primrose oil variant contains 100mg of EPO providing 5mg GLA.

The new products come in packs of 30 and will retail at £2.79 for multivitamins and minerals variant and £2.99 for multivitamins and evening primrose oil.



Also new to the Sanatogen range is cod liver oil plus multivitamins which come in bottles of 50 capsules (£4.19). The product also contains beta-carotene, flashed on the pack, which supplies 20 per cent of the vitamin A content.

A national "buy one, get one free" promotion is scheduled to run in *Company*, *Cosmopolitan*, *Good Housekeeping*, *House Beautiful*, *Country Living* and *She*, from September to December. **Fisons Consumer Health plc. Tel: 0509 611001.**

Fresh burst of activity for Clorets

The fresh breath brand Clorets will receive a new burst of advertising activity beginning September 7 as part of Warner-Lambert's £3 million national campaign to broaden the consumer base of the brand.

Running for four weeks, with an additional two week run in the Yorkshire and Tyne Tees regions, the two 10-second commercials will continue to feature the successful Hale and Pace duo.

Warner-Lambert Health Care. Tel: 0703 620500.

Cruise down the Nile

The Mentholum Company are offering special bonus terms to retail chemists across their range during September.

The deal, which includes Deep Heat Rub, offers discounts ranging from 7.5 to 20 per cent.

All participants will be eligible to win a luxury trip to Egypt, including a Nile Cruise, plus additional cash bonuses for minimum orders. **The Mentholum Co. Ltd. Tel: 0734 340117.**

First TV campaign for Kwai garlic tablets

Lichtwer Pharma, manufacturers of Kwai garlic tablets, have rolled out the first television campaign for the brand. Lichtwer also claim Kwai is the first dietary supplement to make heart maintenance claims on TV.

The advertisement promotes the message that garlic tablets can help keep

cholesterol levels normal and maintain a healthy heart if used as part of a sensible diet and lifestyle.

It represents an advertising spend of 20 times Kwai's normal press expenditure for the region and a national equivalent of £1.5 million. **Lichtwer Pharma. Tel: 0628 605275.**

First aid pack

Smith and Nephew have produced a first aid information pack for pharmacists.

The leaflets explain the latest health and safety regulations for business and Smith and Nephew are prepared to print

pharmacies' names and addresses on them.

A new wallet pack of 20 assorted Airstrip Detectable dressings has also been launched (£1.37). **Smith and Nephew Medical Ltd. Tel: 0482 25181.**



Following an advertising campaign to increase consumer awareness of the analgesic, Nurofen is now available in a six tablet trial size to encourage new users. Free stock is available to those who agree to display the new Nurofen counter unit. **Crookes Healthcare. Tel: 0602 507431.**

New look Cupanol for better sales

Cupal have repackaged their Cupanol paracetamol suspension range to assist OTC sales.

The redesign will be backed up with advertising under the "Perfect Little Pains" theme in the mother and baby Press from October to March 1993.

The formulation stays the same, remaining sugar, colour, alcohol and animal fat-free.

Prices remain the same although special deals are available as are matching giant cartons for display and new shelf edgers.

Cupal Ltd. Tel: 0254 580321.



On TV Next Week

GTV Grampian	C4 Channel 4	TV-am Breakfast
B Border	U Ulster	Television
BSB British Sky	G Granda	STV Scotland (central)
Broadcasting	A Anglia	Y Yorkshire
C Central	TWS South West	HTV Wales & West
CTV Channel Islands	TTV Thames	TVS South
LWT London Weekend Television		TT Tyne Tees

Anadin Extra soluble:	TTV, C4, BskyB, TV-am
Brut:	All areas except CTV, LWT, TTV, TVS, TV-am
Canesten VC:	TVS, C4
Clorets:	All areas except CTV, LWT, C4
Colgate Great Regular Flavour:	All areas
Colgate Plax:	All areas
Cream Silk	All areas
Dettol:	All areas except LWT
Dove:	All areas
Forward Follow-on Milk:	TV-am
Impulse body spray	All areas
Listerine:	U
Maws:	All areas
Nurofen:	All areas
Once:	All areas
Ponds Performance:	All areas except U, TV-am
Rap-eze:	A, TVS, LWT, TTV, C4
Salon Selectives:	GTV, STV, B, Y, TT, C4
Sensodyne:	GTV, U, STV, BTV
Solpadeine:	STV, B, G, C, BskyB, TV-am
Slim-Fast:	All areas
Wrigley's Extra & Orbit:	All areas

CREAM E45 NOW HAS EVEN MORE GOING FOR IT.



Cream E45 has been soothing dry skin for nearly 40 years. Millions of satisfied users bear witness to the success of this

efficacious emollient, recommended and prescribed for the relief of a wide range of dry skin conditions.

And now we've modified its formulation to include hypo-allergenic lanolin.

Lanolin is an excellent moisturiser described by an eminent dermatologist as "...a marvellous material", "...among the most marginal sensitisers in all of clinical medicine."¹ The lanolin in Cream E45 has been purified by reducing natural free fatty alcohols and by removing detergent and pesticide residues.

Clinical trials prove the success of the modified formulation. They show that Cream E45 is now acceptable to the majority of lanolin-sensitive people² and is effective in the relief of a wide range of dry skin conditions, from psoriasis³ to the dry stages of eczema⁴.

That means you can recommend the soothing emollient properties of Cream E45 to even more people.

For further information and detailed trial results, write to: E45 Information Pack, PO Box 12, Nottingham, NG7 2GB
References: 1. Kligman, A.M., Contact Dermatitis 1983; 9: 99-107 2, 3, 4 Data on file

NOW WITH HYPO-ALLERGENIC LANOLIN



Flex gets Ultimate styling products

Revlon are adding Flex Ultimate hairsprays and Flex Ultimate mousses to the Flex range of haircare products.

The hairsprays contain an anti-static formula and the mousses all have heat protective formulations.

Flex Ultimate hairsprays (300ml £1.59) come in three variants, all containing silk protein. Ultra hold gives maximum hold to fine hair. Firm hold gives lasting yet natural hold. Curl hold is designed for curly hair and helps protect against dampness.

Flex Ultimate mousses (200ml £2.49) also come in three variants. Ultra Control gives maximum volume and hold; Firm Control gives volume and flexible hold; Curl Control is designed for curly hair. **Revlon International. Tel: 071-629 7400.**



Roc relaunch Hydra Plus

Hydra+Integral, a moisturiser now being sold in by Roc, has a three stage action. It regulates skin moisture, restructures the skin's intercellular cement and provides sustained release moisturisation by means of thalaspheeres, say Roc.

Thalaspheeres are microspheres in which lipids can be transported to the target structures in the skin. The outer wall, which gradually breaks down to release these ingredients, also has moisture retaining properties. The structure differs from liposomes which do not have an active outer membrane.

The restructuring action is attributed to ceramides which are similar to the lipids of the skin's intercellular cement.

Hydra+Integral (40ml £14.95) is suitable for all skin types. It should be applied every morning and in the evening if necessary.

The product is the first to appear in new packaging which will be introduced over the whole range in the coming year. Consumer advertising is planned for 1993.

Its predecessor, Hydra+, will be phased out over six months. **Laboratoires Roc. Tel: 0273 517704.**

New look Ladyshave

Philips have given two of their Ladyshave models a facelift.

The Philips HP2705/FL battery operated Ladyshave has a new slim body design to fit into the hand easily, complemented by a buttermilk yellow colour with a contrasting green on/off switch. The removable shaving head is creamy yellow while the base is a deeper apricot.

The Philips HP2723/FL de-luxe mains Ladyshave's pink and avocado colour has been replaced by a green and yellow echoing the colours of the HP2705/FL. The main body of the Ladyshave is sage green with a complementary apricot on/off switch and warm yellow trims. **Philips Home Appliances. Tel: 081-689 2166.**



Wella have added an aerosol Super Firm hairspray to their Shock Waves range. Formulated to give long-lasting hold and control, Super Firm hairspray has been developed for teenage consumers whose styles require a more flexible hold than the Hard Rock Hairspray, say Wella. The new variant is available in a 200ml can. **Wella GB. Tel: 0256 20202.**

Hot new products

AAH have extended their Vantage portfolio with a range of new products.

Vantage hot water bottles are BSI approved. The range features four designs: a plain hot water bottle with a 1.5 litre fill (£2.59); a larger single rib bottle with a 1.7 litre fill (£2.99); a double rib 1.7 litre variant (£3.69); and a fur fabric covered bottle with a 1.5 litre fill (£6.25).

All designs are on offer in the Vantage special deal which feature a 12.5 per cent discount on orders amounting to three or more trade outers (a total of 15 bottles).

With the new school term just around the corner, Vantage have introduced a navy colourway to their own brand childrens tights collection.

And a two-tier promotion on Vantage childrens tights has been launched. The promotion offers a 12.5 per cent discount on a minimum order of eight outers, while orders of ten outers qualify for a 15 per cent discount. The promotion runs until September 25.

AAH are also relaunching Vantage cleansing puffs. Trade prices for 24 pack outers of

cleansing puffs are £13.92 (white) and £14.46 (coloured) with retail prices of £0.97 (white) and £0.99 (coloured). The new lines offer profit on return of 36.7 per cent and 35.7 per cent, including 10 per cent retrospective discount.

Cotton wool pleats are also relaunched in new packaging which features soft pastel pink graphics.

Pricing of the cotton pleats will remain the same, with a POR of 35.4 per cent including 10 per cent discount.

Also new from AAH is the 1992 Mars Christmas gift collection and the Richards Appleby 1992 gift collection.

The ten-item Mars range features stocking fillers, medium and large stockings and selection packs and boxes. There is also a Santa and Snowman pack and Milky Way tree decoration. Orders on the range will not be accepted after September 30.

The Richards Appleby collection includes country fragrances, a collection supporting the World Wide Fund for Nature and a selection of stocking fillers. **AAH Pharmaceuticals. Tel: 0928 717070.**



New campaign for Supersoft

Schwarzkopf have relaunched their Supersoft shampoo and conditioning products.

Under a concept called Response, the shampoos and conditioners respond to the different needs of each member of the

family, says the company.

The products, which have been colour coded, are presented in new cylindrical bottles. Family bottles in 300ml (£1.39) and 500ml (£1.99) are available. **Schwarzkopf Ltd. Tel: 0296 88101.**



ANOTHER
THROAT LOZENGE
FROM MERRELL
THAT GROCERS
WILL BE
SORE ABOUT.

Merrell  Medicines

*Trust Merrell Medicines to make
things better.*

Announcing MEROVIT, the newest addition to the Merrell Medicines lozenge range. It combines the powerful antibacterial efficacy of Cetylpyridinium Chloride with all the benefits and appeal of Vitamin C (125mg), and the popularity of Blackcurrant. It's a unique contribution to the treatment of sore throats associated with colds.

It's an important contribution to something else too. Your profits. Because, unlike some other throat lozenges the Merrell Medicines range, is only distributed through pharmacy, and it gives you a 50% margin.

As you know, only the Merrell Medicines range fulfils all your throat lozenge needs.

MEROCAINE for severe sore throats.

MEROCETS for dry, tickly sore throats.

MEROTHOL for blocked nose and sore throat; and now MEROVIT for sore throats and colds.

We have also responded to patient needs by improving the formulations to provide a cleaner, fresher more consistent appeal. And we've responded to consumer psychology by creating a new, more eye-catching range design.

All in all, it's a further indication of our dedication to you and your customers. We distribute only through pharmacies. We don't believe that the place to sell medicines is in groceries.

So display Merrell Medicines' Lozenges. They're all you need to recommend, to ensure that your customers return to you... not to grocers!





HEINZ

Heinz new Fromage Frais.
As favoured by
the discerning palate.

At the age of three months, a child is ready to appreciate the finer things in life.

Like our new range of Fromage Frais desserts.

These desserts, as you probably know, have become extremely popular with adults but ours are the first and only



ones made especially for babies. They come in six exotic fruit flavours such as apple and mango, pear and raspberry and pineapple and melon.

Babies won't be able to get enough of them so make sure you do.

That way you'll grow big and strong.

H. pylori eradication reduces duodenal ulcers

Eradication of *Helicobacter pylori* using a one week regimen of bismuth tetracycline and metronidazole reduces the number of duodenal ulcers four weeks after completing treatment. This is the conclusion of a randomised controlled trial, published in this week's *British Medical Journal*.

One hundred and fifty five patients with *H. pylori* and duodenal ulcer were allocated randomly to receive either omeprazole for four weeks plus bismuth 120mg, tetracycline 500mg and metronidazole 400mg (all four times a day) for the first week, or omeprazole alone for four weeks. Possible hypersensitivity to amoxycillin was the reason for choosing tetracycline.

Eradication of the organism was achieved in 70 patients (95 per cent) taking the four drugs compared with three patients (4 per cent) taking omeprazole alone. Duodenal ulcers were found in four (5 per cent) of the patients taking the four drugs and in 16 patients (22 per cent) taking omeprazole alone.

Normally omeprazole will heal around 95 per cent of duodenal ulcers within four weeks of

treatment, so the 16 duodenal ulcers found in patients taking omeprazole alone appears unusually high.

As endoscopy to detect the duodenal ulcers was carried out four weeks after omeprazole was stopped, these ulcers were probably early recurrences. Eradication of *H. pylori* seems to reduce early recurrence.

Several studies have shown that in patients with duodenal

ulcer and *H. pylori* eradication of the bacteria during ulcer healing is followed by duodenal relapse in only 5-10 per cent of patients after one year, compared with a relapse rate of 85 per cent in patients without eradication.

One week of bismuth, metronidazole and tetracycline seems to safely and effectively eradicate *H. pylori* and reduce the number of duodenal ulcers four weeks after treatment.

Less drugs and more exercise for a healthy heart

Antihypertensive drugs have substantial costs and side effects and bring little benefit to the majority of patients, according to Dr Stanley Taylor, a former senior lecturer in cardiology at Leeds University. He told the 14th Congress of the European Society of Cardiology in Barcelona that most patients with mild hypertension would be better off taking a placebo or a two-mile walk or even returning to work, than taking antihypertensives.

Dr Taylor said: "If we could persuade our patients take these risk-avoiding actions — such as

stop smoking, take only a limited amount of alcohol, eat a low-fat diet with no refined sugar, take a little more exercise and control weight — they could achieve very great benefits. The cost is virtually nil, and they may even save money without any cost to the community at all."

Dr Taylor outlined the costs to the NHS of antihypertensive drug therapy. Treating 1,000 patients for a year costs £500 with diuretics, £60,000 with beta-blockers, £120,000 with calcium antagonists and £250,000 with ACE inhibitors, and would only prevent one stroke. To prevent a single heart attack would require three to four times this amount.

Dr Taylor stressed that antihypertensive drugs are of value in the treatment of severe hypertension but "with the huge group of patients with mild hypertension we should be debating how much and to what extent we treat such people with drugs".

Aspirin is beneficial in ischaemia

Low-dose aspirin treatment of patients with silent ischaemia substantially reduced the likelihood of cardiac events, according to a study reported in this week's *Lancet*.

Although a proportion of patients with myocardial ischaemia do not report angina symptoms on exercise testing after an episode of unstable coronary artery disease, they are still at risk of suffering subsequent cardiac events. Treatment of such "silent" ischaemia aims mainly to reduce this risk.

Of 140 men aged 70 years or less with silent ischaemia, 67 were randomly assigned placebo and 77 aspirin 75mg daily. Patients with symptomatic ischaemia were also included in the study.

In both groups of ischaemic patients, aspirin treatment reduced the risk of subsequent myocardial infarction or death. For silent ischaemic patients the risk was 4 per cent for the aspirin-treated patients versus 21 per cent of placebo-treated patients. For symptomatic patients the risk was 9 per cent for the aspirin-treated group compared with 18 per cent for the placebo group.

After 12 months a significant benefit from aspirin was still apparent in the silent ischaemia group but not in the symptomatic patients.

Since improvement of outlook is the main aim in the treatment of symptom-free patients, the conclusion of the authors is that aspirin should be a mainstay of treatment.

Script Specials

Nutrizym 22

A new higher strength of the pancreatic enzyme Nutrizym is now available. Nutrizym 22 (100, £27.54) contains 22,000 BP units of lipase, 19,800 BP units of amylase and 1,100 BP units of protease. The dose is one or two capsules with meals and one with snacks. E Merck Ltd Tel: 0420 64011.

Plendil distributor

Plendil (felodipine) is now being distributed in the UK by Schwarz Pharma. Although Astra Pharmaceuticals remain the product licence holder for the product, all orders and inquiries concerning Plendil should be addressed to Schwarz Pharma Ltd Tel: 0494 772071.

Alkeran injection

Alkeran (melfalan) injection has been reformulated and the methods of preparation and administration of the product have been revised. The "new"

formulation will be classified as an unlicensed product pending the granting of a product licence, therefore requests for supplies of Alkeran injection should be accompanied by an official order (including the doctor's name and patient identification) and addressed to: **Order services department, The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB. Tel: 0270 583151.**

Ismelin 28 pack

Ismelin 25mg tablets will be available in a new pack size of 28 (£1.44). The introduction date is approximate and will coincide with the exhaustion of the old 100 pack. **Ciba-Geigy Pharmaceuticals. Tel: 0403 50101.**

Exactech Autolancet

Medisense have extended their range of products to include ExaTech Autolancet with 50 sterile lancets (£6.75). **Medisense Britain Ltd. Tel: 0344 872626.**

IRON INSURANCE

Many of us — especially women — run the risk of living beyond our limits when we compare our Iron expenditure with our actual Iron intake!

FLORADIX FORMULA is a biological food supplement which provides an easily absorbable iron compound in the form of a yeast extract as well as vitamins and extracts of carefully selected herbs and ocean kelp, plus fruit concentrates.

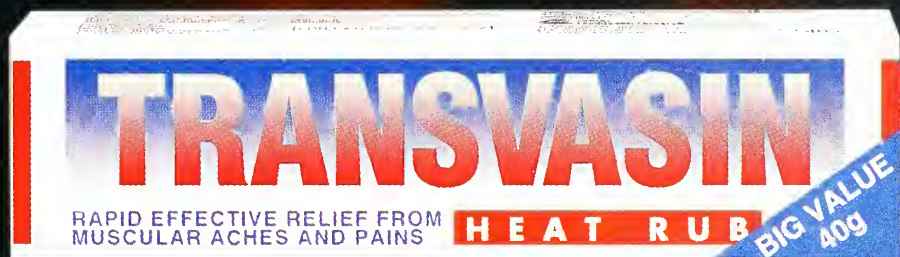
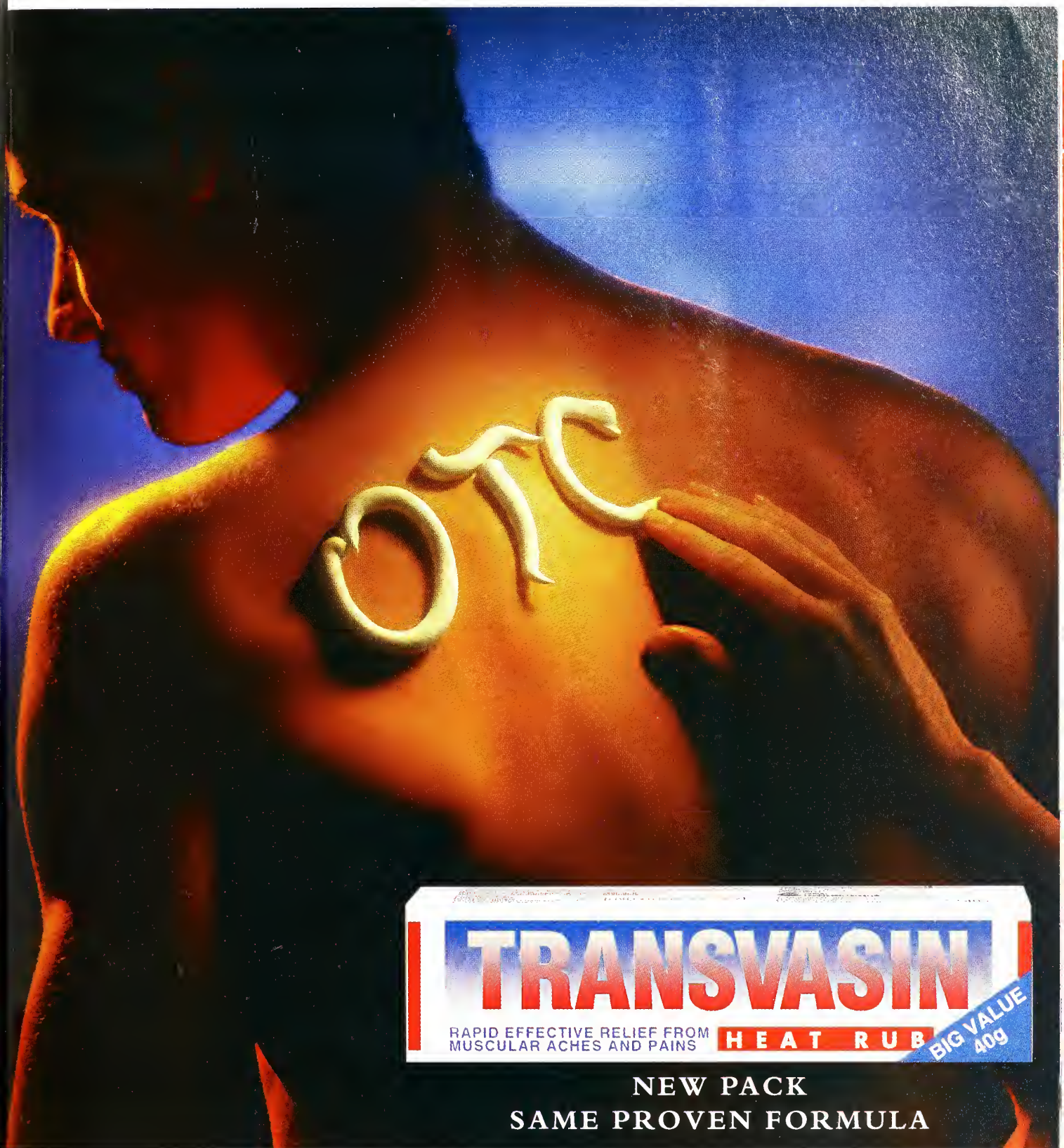
FLORADIX FORMULA — Iron Insurance for Women, Expectant Mothers, Children, Elderly People, Athletes and Slimmers.

FLORADIX FORMULA

Available in all health food stores and selected chemists!

Salus (UK) Ltd., 15 Rivington Court, Warrington WA1 4RT. Tel: (0925) 825679





**NEW PACK
SAME PROVEN FORMULA**

Now the best seller is available OTC, we'll really be rubbing it in

Take a topical analgesic that is so widely prescribed and recommended by GP's that, over the course of twenty years, it builds an enviable reputation for effective relief and becomes the biggest selling single pack.

Add OTC availability, a new bigger value 40g pack, a national consumer advertising campaign and what do you have?

The formula for even more sales of the most successful heat rub on the market - Transvasin. And remember, its new GSL status will mean even more customers benefiting from its famous medical heritage.

So, if you want rapid effective relief for your customers - and rapid effective sales for yourself - make sure you stock up and make the most of Transvasin.



Seton Healthcare Group plc, Tubiton House, Oldham OL1 3HS, England Telephone 061-652 2222

Transvasin is a Trade Mark of Seton

Full service obligations

I was interested to read Mr McCoig's (C&D July 11) views relating to addicts in the community pharmacy. As a pre-registration pharmacist in the South-West Thames Regional Health Authority, I attended Mr McCoig's presentation on community pharmacy in 1991, where he dealt at length with this matter. I continue to work within that region and would like to put forward the views, to which Mr McCoig alluded, of my colleagues and I who were present at the meeting this or last year.

Without exception, the strongest objections were made to his "get 'em in and get 'em out" attitude to dealing with addicts. It is accepted that the presence of drug addicts seeking to exchange needles or obtain methadone in an environment dominated by young mothers, children, and the elderly is not an ideal one. However, if in addition, they are treated as a nuisance and an inconvenience that should be dealt with as quickly as possible, a resentment will develop which is potentially far more dangerous.

If a community pharmacy opts to provide a service to drug addicts, it has a professional obligation to present a full package, including counselling and additional advice and support. If there are not the facilities or the professional and personal commitment to do this, my colleagues and I believe no service should be provided at all.

We accept that as newly registered pharmacists we do not have the benefit of Mr McCoig's experience of the "ugliest sort of client" in community pharmacy. However, we continue to believe this to be a more responsible attitude to adopt towards the problem of addicts.

Peter Lambert
Horsham

Confusion in ACBS nutritional list

There has been some concern expressed by dietitians regarding the similarity of names of various nutritional ACBS products designed for the dietary management of different conditions. In some cases this has resulted in unsuitable products being received by patients.

Manufacturers have acknowledged the potential problems but point out that there are certain difficulties in



A drug jar made in 1656 is expected to fetch £40,000 to £60,000 in a sale to be held at Sotheby's London on October 7. The jar, made at the Southwark potteries, stands 63cms tall. Only two other dated examples of this size are known. The jar is decorated with the arms of the Worshipful Society of Apothecaries and an elaborate design of pomegranates, tulips and foliage. The lack of an inscription referring to medicines found inside suggests the jar was purely for display purposes. The jar is part of the collection of John Philip Kassebaum, an American lawyer

choosing product names. These include the fact that most names are already registered which restricts the choice for new products. Also, names are chosen to provide continuity.

While in the future nutrition companies will undoubtedly continue to make efforts to reduce the possibility of confusion, it is also important that both GPs and pharmacists are aware of the vital importance of the correct prescription of ACBS products.

It must be emphasised that nutrition products are precisely formulated often for specific conditions and age groups. The administration of inappropriate dietary products can be as dangerous as giving the wrong drugs, for example in certain metabolic disorders where diet is the main treatment.

Sharon McNiven
Assistant Information Officer
Scientific Hospital Supplies Group
UK Ltd

Beware pseudo pharmacy lines

On reading the new advertisements for Merovit (a non-p product), I find that the Merrell Medicines range is "only distributed through the pharmacy". This was a surprise as for many years, Merocets have been sold in Superdrug, alongside Predictor, Discover and many other "pharmacy" products.

I feel pharmacists should bear this response in mind when it comes to stocking and, more

important, recommending products which are non-pharmacy only products.

The last paragraph in the advertisement says "They're all you need to recommend, to ensure that your customers return to you ... not to grocers!" The only way to do this is to not take on new products which are non-P lines, and only to promote and recommend P lines, not pseudo-P lines which are "only sold through pharmacy" as these products end up on the grocers' shelves after we have done the hard work in establishing them.

V. Patel
Hounslow
Middlesex

Small business bearing the brunt of bank charges

It is said that the National Westminster Bank has more small business accounts than other banks. How many pharmacists banking with them know how much they are paying in bank charges?

Imagine my surprise when I realised I was paying £1.90 per entry — especially when I saw their small business tariff was 64p (turnover less than £100,000).

Am I alone? Or are others also being made to pay for the losses incurred by the "Maxwells" of this world.

B. Worley
Wimborne

Evidence to support hair loss claims

Regarding your story "ASA upholds complaint against Lake" (C&D August 15, p259) which referred to an advertisement for Pil-Food capsules headed "Against falling hair".

Double blind placebo controlled clinical trials were produced to the Advertising Committee backing the right to use the ideas expressed in a single example of a range of media slogans we choose.

Recent French and previous trials from Switzerland and Germany all report favourably on Pil-Food. A totally pharmacist-controlled manufacturing and distribution chain with consumer advertising will continue with attempts to broaden the view of the Committee.

My 30 year perspective from retail proprietor and now as national distributor and promoter, indicates that only in this way will OTC business for the pharmacy increase.

Leon Ungar
Director,
Lake Pharmaceuticals Ltd.

The fine art of pricing a toothpaste

As most pharmacists will now know, a new product is being offered to them by Den-Mat — Rembrandt toothpaste. This product has been available to dentists for some time and, even though my local dentist is selling it for £3.30 per 5oz tube, he assures me he is making a profit.

I have been told by Den-mat's Michael Darbro that the price to pharmacies is the same as that to dentists, the price being £53.76 per dozen plus vat plus postage (cost minimum £5.26 per tube).

It does not make much commercial sense to sell at that sort of loss. If you need confirmation of these prices, ring Mr Darbro on Freefone 0800 581303.

Again we find ourselves in competition with other professionals fighting to make a living but, if commercial companies were not so greedy, we could sell the toothpaste at a reasonable price and profit margin.

This product sounds to me as if it belongs to the glossy Sunday magazine mail order companies.

A.S. Coleman
Liverpool



Now the best seller is available as a spray, the heat is really on

How do you build on the effective relief provided by a topical analgesic heat rub that has been so widely prescribed and recommended by GP's over the last twenty years, that it has become the biggest selling single pack?

Offer a heat spray with the same leading Transvasin name.

Transvasin Heat Spray is available OTC in a handy 125ml can – and, while stocks last, with 25ml extra free.

Backed by a national consumer advertising campaign, the most successful heat rub on the market is set to repeat its popularity as a branded GSL status spray, giving your customers the rapid effective relief they need – and the rapid effective sales you want.

So make sure you've got your finger on the button of even more profitable sales – by stocking up with

Transvasin Heat Spray.

 Seton
Healthcare Group plc

Seton Healthcare Group plc, Tubiton House, Oldham OL1 3HS, England. Telephone 061-652 2222

Transvasin is a Trade Mark of Seton

*your Seton representative
for major seasonal
promotional
offers*

The Northern Ireland DHSS paper "People First"¹ follows the corresponding policy guidance for Great Britain, set out in "Caring for People"². The paper recommends the setting up of inspection units to monitor the quality of care within statutory, private and voluntary homes (including residential and nursing homes).

The Eastern Health & Social Services Board in Northern Ireland has acted on this recommendation by setting up such a unit. It has been in operation since October 1991. The unit is referred to as the Board's Arm's Length Registration and Inspection Unit (ALRIU), denoting the fact that it operates within the Board but independently of the management of facilities.

Unlike England and Wales, in Northern Ireland the health and social services are combined as a single entity. There are the four health and social service boards within Northern Ireland.

The statutory residential care homes

Paul Nixon, BSc MPSNI, senior pharmacist at the Registration and Inspection Unit of the Eastern Health & Social Services Board, Northern Ireland, outlines his role. The Board is the largest in Northern Ireland and its inspection unit inspects upwards of 300 homes of which 90 are nursing homes and the remainder residential or statutory homes



Paul Nixon, senior pharmacist at the Eastern Board inspection unit

are managed by the health boards. The registration and inspection of private and voluntary residential homes has, in the past, been the responsibility of the Board's social services departments. The registration and inspection of nursing homes has been undertaken by a multi-disciplinary team based at Board headquarters.

A similar system has operated in each of the four Boards. The integrated service has made the setting up of the ALRIU simpler than on the mainland, where two separate authorities exist.

The Eastern Health & Social Services Board Inspection Unit consists of a multi-disciplinary inspection team with members from nursing, social services, medicine, pharmacy, estate services and administration.

It has now taken over the responsibility for registering and inspecting all private and voluntary residential care and nursing homes which come within the geographical area

covered by the Eastern Board. It also has the responsibility for inspecting the Board's statutory residential care homes.

This new inspection unit has been initially concerned to:

- Evaluate and monitor the quality of care provided and the quality of life experienced in statutory, private and voluntary sector residential care settings.
- Ensure that a consistent approach is taken to the inspection of statutory, private and voluntary sector provision
- Undertake its duties in an even-handed manner.

It is my own experience as a pharmacist within this team that I wish to describe.

While the inspection process is largely concerned with core values such as choice, privacy and dignity, as described in the DHSS publication "Homes are for Living In"³, the ALRIU also requires professional advice on control of medicines. It has, therefore, purchased my services from the Board's pharmaceutical department.

As the unit pharmacy

inspector, I am responsible for the pharmaceutical aspects of the inspectorate's work, including input into the setting of standards and monitoring their application.

A new job

I was appointed to my current position having spent eight years in community pharmacy. My previous employment brought me into contact with two residential homes and three nursing homes, for which my employer provided a dispensing and advisory service.

In the past few months especially, I have realised the benefit of this experience. The lessons learnt have proved to be invaluable as I perform my present inspection duties. It has helped me to understand that most homes are anxious for advice with regard to the safe and effective use and control of medicines.

My first few weeks were spent in training, after which I exchanged the theory for the practice, and jumped into the deep end of the inspection

process. It is one thing to read a swimming manual and watch someone else show you the basic stroke, it is quite another to get into the water and try to do the same thing yourself!

After my first year in the job, however, I find that the initial floundering has been replaced by a familiarity with my new working environment. Certainly there have been a few encounters with jellyfish, but thankfully none with sharks yet!

The inspector's approach to the inspection is all important. It is imperative to approach the home with courtesy, and the building up of a trust relationship is vital. This has been my attitude towards the homes which I have visited, and I have discovered that in most instances it has been willingly accepted by proprietors and senior staff alike.

I also quickly realised that common sense and reasonableness were very important in my approach. When the staff I deal with are at ease, I am more likely to get a true picture of what is happening in the home. Admittedly, there have been situations where this line of

approach could not be followed, but thankfully they have been few in number.

Nursing homes have been accustomed to the current level of inspection for several years. However, it is new to residential care homes. It is understandable, therefore, that the thought of a multi-disciplinary inspection team coming into their homes filled the majority of proprietors with anxiety — even fear.

By holding a series of meetings at which the function of the inspection unit was explained, most of these anxieties appeared to have been dispelled. The great majority of homes now see inspection in its proper perspective, as a help to achieving good standards of care.

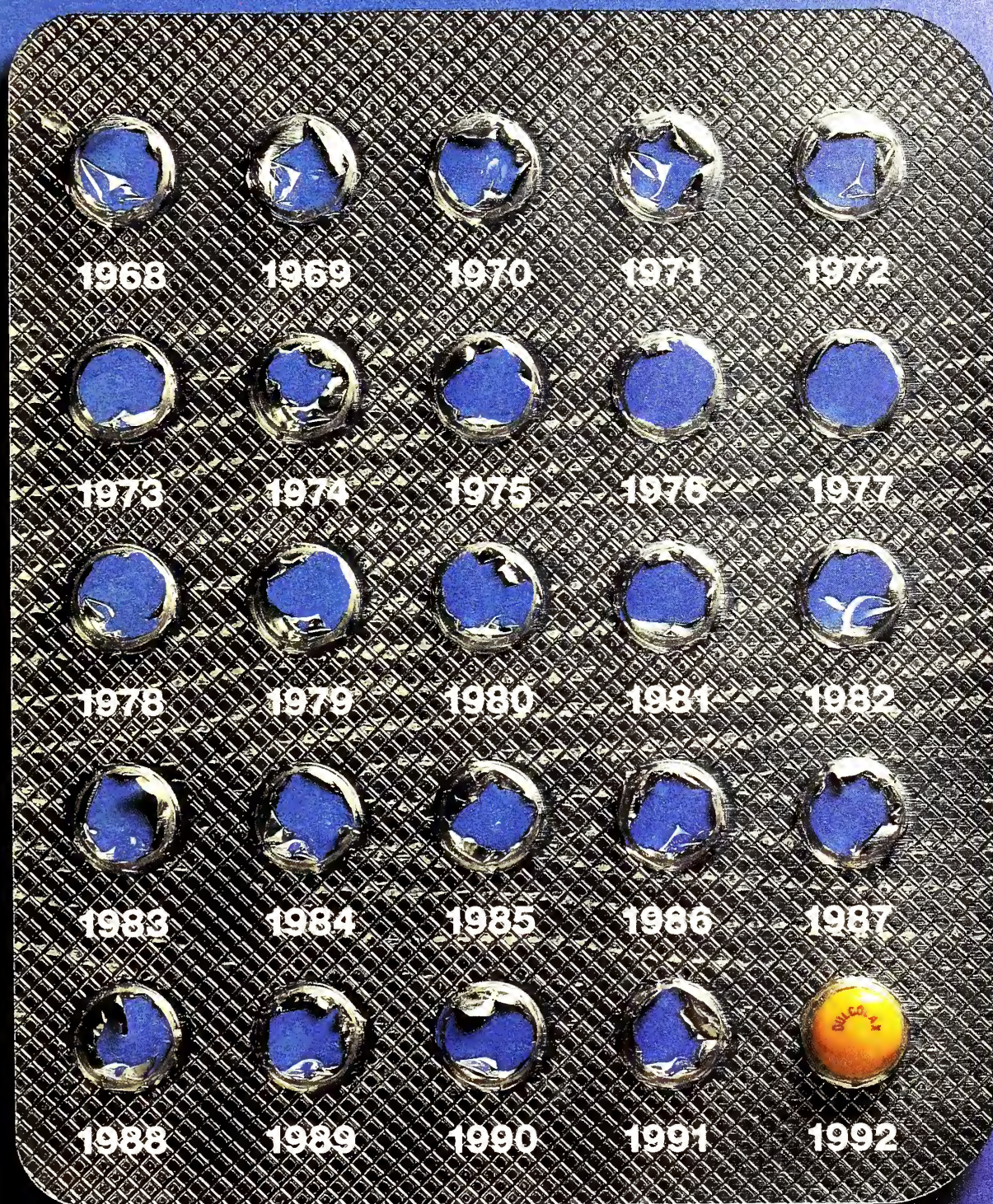
Dual role

At present I see my role as pharmacy inspector to be two-fold: examining the use and control of medicines to establish whether the service is being provided and managed in conformity with expected standards.

These standards are set out in procedural guidelines issued by the Board's director of pharmaceutical services. These in turn are based on the requirements set out in "Use and Control of Medicines: Guidelines for the Safe Handling, Administration, Storage, and Custody of Medicinal Products in the Health and Personal Social Services" (DHSS 1989)⁴.

Initially, I visited residential homes to assess the position.

Continued on p404



When you recommend a laxative, recommend one that's been around a while.

Why is Dulco-Lax one of the few laxatives consumers have trusted for over 25 years? Because unlike some laxatives, it gently stimulates the rectum as well as the colon, giving a more normal bowel function. And with its enteric coating, it works only when it has reached the right part of the body. Which means you get a predictable 10-12 hour action. Gentle, predictable and reliable. That's why people have been trusting it for years, and why you can feel confident recommending it. For more information contact your local Windsor territory manager, or ring 0344 484448.



Continued from p402

These homes had previously received little in the way of pharmaceutical advice, with the result that in many instances the systems in operation fell well below acceptable standards.

This resulted, therefore, in emphasis being given to the advisory aspect of the inspection process. Two important issues have come to the fore during these visits:

- The importance of having a safe procedure for the administration of medicines
- The importance of the home maintaining full records of the control of medicines within it.

"Tubbing"

Most residential care homes were involved in the secondary dispensing or "tubbing" of medicines. The Eastern Health & Social Services Board supports the basic principle emphasised in the Aitken Report (1958), that medicines should be administered by a person who has carefully checked the preparation of the medicine.

The practice of putting out medicines in advance, so that the dosage may be prepared and checked by someone who does not see the medicine administered, should be eliminated. I have been delivering the message that medication must remain in the container into which it was dispensed by the pharmacist until it is administered.

The message has been received in a variety of ways, ranging from those who accept it willingly to those who were set in their ways and had reservations about introducing new procedures. I am glad to say that most homes have now moved positively to the direct administration of medicines.

In order for a home to have a full record of the control of medicines, it is required to keep the following essential administrative records:

- medicines received
- medicines disposed of
- medicines prescribed
- medicines administered
- a Controlled Drugs register

For those homes whose records were insufficient, I spent time going through each record in detail.

Self-administration

Another aspect of medicine control which is of interest is self-administration, where provision should be made for those residents judged competent to administer their own medication. "Home Life", the code of practice which lays down principles of care in residential care homes, promotes this system.

My observation is that the self-administration of medicines is not common in either residential care or nursing homes. There are a number of reasons for this, the most important being the complexity of many prescriptions and the increasing dependence of the residents. In some instances, residents who could have self-administered prefer the staff in

the home to take over this responsibility.

The three main criteria for the self-administration of medicines are that the resident is mentally capable, has reasonable mobility and dexterity, and is motivated to perform the procedure.

Where residents do self-administer their medicines, the homes are strongly advised to have a written agreement signed by the resident, the resident's GP and the owner of the home.

The use of household remedies is an important aspect of the use and control of medicines in many homes. I discovered that these domestic remedies were often being used without awareness of the potential risks.

I have therefore been strongly recommending that a small agreed stock of domestic OTC remedies may be administered at the discretion of the responsible person, subject to written procedures agreed by the resident's doctor. The administration of these remedies should be entered on the administration record, or in a book kept for this purpose.

Institutionalised?

The argument has been raised that our procedural guidelines are making the homes more institutional — more like hospitals than homes. We point out that the dependency level of residents in most homes is increasing, with the result that the average number of prescribed medicines that a resident is taking is greater than in the past.

The obvious complexity of the drug regime, coupled with the potency of the medicines involved, means that the administration of medicines must be properly controlled. Also, the fact that there are often different members of staff responsible for the medication procedures means that a safe and structured method for the control of medicines is essential.

It may legitimately be argued that the less institutional a home is, the greater the attention that home needs to pay to the safe use and control of medicines. The Board's guidelines are there to assist in setting up and maintaining such a safe system of operation.

The guidelines have been compiled from the experience of difficulties which various homes have encountered in the past with regards to proper medicine control, and are for the benefit of the home and, ultimately, the resident.

Visits are regularly undertaken jointly with the medical officers of the ALRIU. These are particularly valuable in situations where advice to the home needs to be reinforced by another professional who is also concerned about the safe and effective use and control of medicines.

The link with medical officers has also been useful in developing good liaison arrangements with GPs.

Greater support

Since I have begun inspecting homes, I have noticed that there has been a greater response to pharmacists applying to the Board for service contracts to provide advice to residential care and nursing homes.

The service requirements include an initial assessment visit, with subsequent visits at intervals of not more than three months. I certainly regard this extended role of the pharmacist to be of real benefit to a home.

It would be impractical for me to visit each of the 270 homes in the Board more than once or twice a year to give advice on the safekeeping and correct administration of medicines. It is invaluable to know that there are fellow professionals visiting on a regular basis for the same purposes.

Community pharmacists in the Board have taken on their advisory role in a very positive manner. Some have gone to the extent of providing staff information and on-site training for the homes which they service.

This can only improve the system for the use and control of medicines with the result that residents will receive their medication in a safer and more effective manner.

Looking ahead

So much for present. What of the future? Firstly, I believe my work will continue in a similar vein for the next 12-18 months. It will take that length of time for all nursing and residential care homes to attain the expected standard, considering that quite a number will require closer attention, advice and support than others.

There has been very little in the way of research into the use of medicines in homes, and there will be opportunities in the future to carry out various research projects. For example, in conjunction with the Unit's medical officers, I am currently carrying out a small research project on the use of sedative medicines in homes. Once completed the findings can be compared with similar studies from elsewhere in the UK.

As a result of my work with the homes to date, a number of areas have been identified which are not adequately covered by the existing guidelines. As a consequence of this, the director of pharmaceutical services in the Eastern Health & Social Services Board has drafted an appendix to the Board's guidelines on the use and control of medicines.

This will deal with particular aspects of the control of medicines in homes for the mentally ill and mentally handicapped. Such homes often have residents in a rehabilitation programme which includes self-medication, or have residents in sheltered employment or participating in day centre or other activities who require medication while outside the home. My

understanding of the particular needs in such situations has been valuable in the preparation of this draft.

New draft legislation⁶, due to come into operation in 1993, will increase still further the scope of the ALRIU.

Residential care homes registered for less than four residents, and possibly voluntary children's homes, will become its responsibility. This will result in still further diversification in my work.

In conclusion, I fully realise that to win credibility I have to build good relationships with people in the private, voluntary and statutory sectors and prove myself to be an inspector worthy of their trust. I would like them all to be clear of the fact that we should be working together for the benefit of all.

The Inspection Unit has a motto — "Performance of registration and inspection duties with excellence" — one which is good to always keep in mind as I perform my duties, so that I can have pride in my performance as a pharmacist inspector.



Bibliography

1. People First. Community Care in Northern Ireland in the 1990s (DHSS 1990)
2. Caring for People Community Care in the Next Decade and Beyond (London HMSO 1990)
3. Homes are for Living In A model for evaluating quality of care provided, and quality of life experienced in residential care homes for elderly people. Department of Health. Social Services Inspectorate (London HMSO 1989).
4. Use and Control of Medicines Guidelines for the safe handling, administration, storage and custody of medicinal products in the Health and Personal Social Services (DHSS Northern Ireland 1989).
5. Home Life A Code of Practice for Residential Care; report of a Working Party sponsored by the Department of Health and Social Security and convened by the Centre for Policy on Ageing under the Chairmanship of Kina, Lady Avebury, 1984.
6. Northern Ireland Registered homes (Northern Ireland) Order 1992 1992 No. (N.I.). Proposal for a draft order in council under paragraph 1 of Schedule 1 to the Northern Ireland Act 1974

NEW PRODUCT NEW MARKET NEW MONEY

Rappell is revolutionary. It's creating a new market for you and an extra profit opportunity.

Rappell isn't another headlice treatment. It's the first and only highly effective headlouse repellent for people who never want to get headlice. Its light fragrant fine mist spray will attract new customers who simply wish to protect their families, as well as those wishing to

SUPPORTED BY

£ 1/2 MILLION NATIONAL
PRESS LAUNCH



avoid further trouble.

And with a major new press launch and a UK epidemic about to break, they'll be attracted towards your premises soon.

Remember, Rappell is in a new class of its own. Recommend it on its own or together with a treatment and stock up now before the next headlice outbreak in your area.

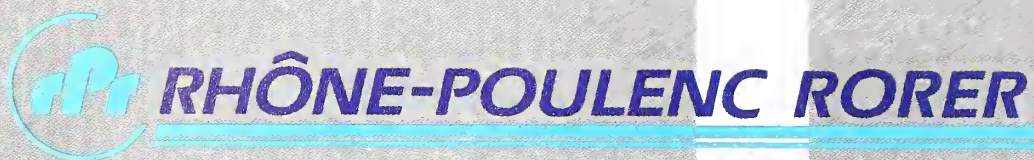
Charwell Pharmaceuticals Ltd.,
Alton, Hants, UK. Tel: 0420 84801

Rappell is a registered trademark.

06-92-2



ATTRACTING CUSTOMERS. REPELLING HEADLICE



FAMILY HEALTH DIVISION

THE VERY BEST FAMILY
HEALTHCARE FROM
EUROPE'S
NO. 1. OTC
COMPANY

ACROSS THE GLOBE, RHONE-POULENC RORER
HAVE RESEARCHED AND DEVELOPED ONE OF
THE WORLD'S MOST IMPRESSIVE PORTFOLIOS
OF PHARMACY MEDICINES.

A RANGE THAT HAS MADE US NO.1 IN EUROPE.
NOW WE AIM TO BE NO. 1 WITH YOU.

FAMILY HEALTHCARE PROVIDES THE PERFECT
LINK - FOR OUR COMPANY, THROUGH OUR
PHARMACISTS PARTNERS AND ON TO THEIR
CUSTOMERS AND THE CARE OF THEIR FAMILIES.
FROM ACROSS THE WORLD TO OVER THE
COUNTER OUR GOAL IS TO BUILD **OUR** BUSINESS
BY BUILDING **YOUR** BUSINESS.

PROVEN TRIED
AND TRUSTED,
RELIABLE BRANDS

The Family Health Division brings together quality products in a wide range of sectors. Dioralyte, Brolene and Anthisan have already proved themselves as No.1 brands. But it is also a range with depth.



Maalox and Algicon offer a powerful selection of antacids, whilst Brulidine and Avomine are highly respected as brands. Pharmacists are confident to recommend them.



When your customers are relying on you, it's important to know you can rely on us.



BUILDING BR

T H E

Tenks

G R O U P



Partners in brand development
ADVERTISING SUPPLEMENT

**NEW
FROM**

NEW



FREE!

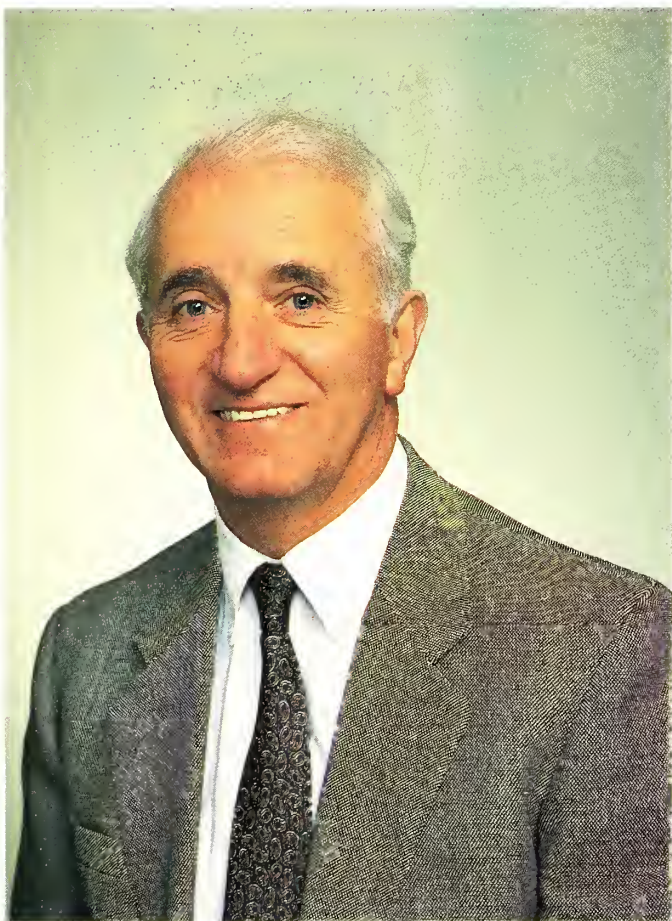
2x60 day Packs



Fish Oil

Dedicated team are 'number one' in chemists

It took all of The Jenks Group's 30 years of experience in servicing the retail trade to become within five short years the UK's leading third-party distributor to the pharmacy trade. Working with manufacturers and the trade the Jenks Group have developed a service to the pharmacy sector which is the envy of competitors and many in-house sales operations.



Ron O'Keefe, sales director

"Our most valuable asset is our highly trained, experienced and well motivated sales force" says Ron O'Keefe, sales director, Jenks Group. "Our national accounts team work closely with the major chemist wholesalers, who play a key role in servicing the independent and multiple chemist outlets. Working closely with our principals we produce and present annual plans for all of our brands outlining above the line support and arranging promotional activity."

The Jenks Group's national accounts team is supported by a dedicated chemist field sales team of 20 split into three divisions north, south and Scotland each headed up by a divisional manager. Each of the 30,000 plus calls per year made by the Jenks sales team have specific objectives ranging from new product presentations, outlining

current promotional campaigns, or persuading the retailer of the merits of stocking a product he does not currently carry, and are based on a four weekly and eight weekly call cycle, dependent upon the pharmacist support required.

"Our operation means the wholesaler too can benefit", says Ron O'Keefe. "Wholesalers carry a vast range of lines and are not geared up to selling individual brands: by choosing Jenks the manufacturer receives that special attention at store level."

The resultant transfer order is then sent to the wholesaler, who delivers the stock and benefits from the increased sales. Where possible transfer orders are activated electronically to the respective wholesaler."

We have to be selective in the brands that we take into our

portfolio, and the number of products that we carry, so as to ensure that each brand, irrespective of whether it is a priority is mentioned in the call. This in turn ensures we maintain the quality of call.

Why do manufacturers choose Jenks to distribute their products

through the pharmacy sector? With their 30 years experience of launching and developing brands this dedicated salesforce with its impressive depth of coverage makes the Jenks Group the largest third-party distributor and a major supplier to the pharmacy trade.

Wassen launch Omega-3

New from Wassen International are the Omega-3 fish oil capsules. Each capsule contains an extra concentrated blend of marine lipids providing Omega-3 polyunsaturated fatty acids together with natural source Vitamin E which protects the oils from oxidation.

"With extensive research, we know that fish oils can help protect many of the body's vital functions", says Gerald Ealey, group sales director, Wassen International. "And supplements are an ideal way to make sure intake is maintained

as few people eat enough of the right oily fish."

These extra small capsules aid assimilation and contain no artificial colourings, preservatives or salts.

The concentrated blend of Marine Lipids provide all the health promoting properties of the finest fish oils in each 350mg capsule.

Wassen recommend a regular course of one or two capsules a day before meals.

Available in 60 day packs Wassen's Omega-3 Fish Oil capsules have a recommended retail price of £3.55.



Omega-3: Latest in a line of success from Wassen International



Above: Fiona Harkness, product group manager and Helen Griffiths, senior product manager discuss trade plans with Paul Geoghegan from Regina

Jenks sign up new member

Chemex '92 sees the announcement of the latest Jenks Group partnership with Regina Health Ltd. From September 1 Jenks will become exclusive distributors of Regina's range of health and beauty products to the chemist and druggist sector.

Regina's brand-leading Royal Jelly capsules will be displayed on the Jenks' stand, C16, together with Evening Primrose Oil and Royal Ginseng capsules, Concord, Royal Five in honey and Vitamin E cream.



Western Solutions aren't always the answer

The market for complementary medicine is becoming increasingly more acceptable and continues to grow in today's tough economic climate. The fact that almost everybody knows of an osteopath or a chiropractor or someone using some form of homoeopathic medicine and/or has had an aromatherapy oil bath, are some of the more visible signs of this trend.

Some of the growing problems in the West today like stress, viruses and skin disorders are not always solved by traditional Western solutions. Many people are looking to Oriental medicines

like adaptogens and herbal medicines as they face up to today's symptoms.

To meet the growing demand for alternative medicines pharmacies should stock a small range of key products.

Available in both a 30 and economy 90 pack Regina Royal Jelly Capsules are for skin, hair and nails while aiding absorption of other nutrients and helping to build up strength.

Also available is Royal 5 Spread, the 227g jar is ideal for children and senior citizens who may experience difficulty in swallowing capsules.

Regina Royal Concorde, available in packs of 5 and 10 capsules, can be taken before sports activities, if you have jet lag, and by those "morning after the night before" people.

Vitamin E cream and Royal Jelly offers a combination which has been found to help nourish, soothe and improve dry skin.

Regina health and beauty products are formulated and prepared with infinite care, using only the finest quality ingredients for maximum benefits, all of which are completely free from artificial colours, flavours and preservatives.

An advertising supplement to Chemist & Druggist

*Vitality and
Well-Being come
Naturally
with Regina*



We all want to look and feel younger, more energetic and more vibrant. We want to get more out of each day - without having the stress of each day taking more out of us. We want something to fight fatigue, to make us feel invigorated. For years, Regina Royal Jelly has been used by those in the know as a natural pick-me-up, an aid to health and well-being. Regina Royal Jelly is the purest, most natural you can

buy, produced by bees in China with a wealth of vitamins, and minerals and amino acids. Regina first popularised Royal Jelly in this country and many people swear by its effect upon vitality, energy, skin and hair. It is also available with Evening Primrose Oil which contains gamma-linolenic acid which is a vital component in the body's energy production line and a popular remedy for PMT.

Distributed by:

Senks
GROUP



REGINA HEALTH

Partners in brand development

Straight from the factory to the retailer

"Flexibility, that's the key", says Terry Newton, materials manager.

"Our principals produce products for worldwide sale, which often means stock arriving dead-piled or on europallets, etc. Different countries do things in different ways, we take all the variables and make sure that by the time we deliver to the trade all the variables are ironed out and the trade and ultimately the consumer, receives exactly what they are looking for from our products."

The Jenks Group work closely with their principals planning orders. "We take product from manufacturer to trade in the quickest and most economical way", says Terry. Many principal manufacturers organise their own shipment from factory to Jenks receiving depot at Brighthouse, but in some instances where title to stock is taken ex-factory then Jenks' logistics department arrange collection and shipment. This may seem a relatively easy task across a compact range, but by the nature of Jenks business the range of products handled is both wide and varied, with individual product ranges varying from one to 50 lines.

Electronic Data Interchange has proved vital to the efficient running of the Jenks Group's logistics operation, ensuring effective stock rotation and an average order turnaround of five days from order receipt to delivery. However where needed this can be effected within 24 hours.

Jenks have been at the forefront of the usage of EDI currently trading both orders and invoicing with many chemist and grocery multiples without postal paperwork and resultant delays. Equally the order processing section continues to receive orders

through more traditional methods. This technology spreads further within the pharmacy sector with their service to the independent pharmacy via transfer orders through the wholesale trade. Transfer orders taken by the Jenks representative are processed at Sword House and then sent downline to the wholesaler for direct delivery to the independent pharmacy.

"At the end of the day, all this technology is about service levels" says Terry. "Obviously our objective is the same as any major distributor to the UK retail trade 100 per cent but realistically economic efficiencies make this almost impossible. We pride ourselves in our normal achievement level of 99 per cent, but we continue to aim for that magical 100! We maintain these levels by implementing checking systems which allow us not only to appraise our internal efficiencies, but also to keep our external distribution network on their toes."

Utopia, but what...?

"Our strength lies in being able to react to emergencies, and being on-line with the latest technology ensures that emergencies are handled with the utmost speed. These problems can happen by the nature of our business both at the manufacturers' and trade end. It is Jenks role to act as the link between the two to minimise any ill effects. Because of our experience of acting as the link in the distribution chain between manufacturer and trade for over 30 years, our rapport and relationship with these people can be called upon by new principals and trade contacts alike."

A complete financial service

"Today's difficult economic climate provides an added incentive for using the services of The Jenks Group," says financial controller Richard Wierszycki.

"For a modest commission we enable our principals to transfer from fixed costs which have to be paid irrespective of sales, to variable costs, based on actual sales only," says Mr Wierszycki.

The financial division can provide a comprehensive service to UK, and overseas principals for whom financial transactions are handled from manufacturing bases, to UK depots and beyond.

At these depots risks are insured, irrespective of the goods being owned, or if they are on consignment.

"Jenks has developed the

concept of neutral financing which ensures that credit provided by principals is adequate and no more than is necessary to cover working capital in order to service customer requirements in all trade sectors," says Mr Wierszycki.

Jenks have a flexible approach of compiling packages to meet the specific needs of principals. "Our portfolio includes joint ventures, self-generating advertising and promotion agreements as well as the usual base commission arrangements," he says.

"Payments are made on agreed dates, facilitating cash planning by principals and may be made direct to nominated bank accounts in local currency

New move to Jenks' service

The Jenks Group recently announced their move from Castle House to Sword House in High Wycombe. Bob Keefe, managing director, explains how the change of offices will benefit those manufacturers who rely upon Jenks to achieve distribution of their products amongst chemists.

"We at Jenks are very pleased with the way in which our pharmacy business has been developing. From the outset we were determined to provide manufacturers with a first-class service at cost-effective rates; a shared sales, marketing and distribution service but spearheaded by an experienced, dedicated national sales force capable of achieving over 90 per cent distribution through direct contact with buyers.

We are pleased with the way that many companies are attracted to use our services, for example: companies like Hermes, now brand leaders in the sweeteners market with Hermesetas; Wassen International and their range of dietary supplements; Agfa films and Bay & Vissing's oral hygiene products.

Our move to Sword House



if agreed. Jenks, of course, take responsibility for all credit risks associated with their customers."

There are many changing legislative and tax hurdles to be overcome in trading in the UK which Jenks has handled successfully for their portfolio of overseas and UK principals.

"From the original implementation of value-added tax to the subsequent changes related to advance payment of VAT on imported goods and increasing VAT rates, and now the new EC VAT requirements, Jenks has been able to steer its principals through the

changes," Mr Wierszycki says.

"At the same time there has been increasing legislation from the 1955 Food and Drug and 1963 Weights and Measures Acts through Trade Descriptions, Unfair Contract and Food Acts to the more recent Consumer Protection Act 1987 and Food Safety Act 1990."

Through the transition from yesterday's state-defined standards to today's product description and due diligence legislation, Jenks have maintained a high level of valuable legal advice and assistance to its principals.

ports ce

and the provision of extra space and additional facilities in turn will enable us to provide an even better service for our principals and help win the continued battle for them and their products in an increasingly competitive chemist market."



Bob Keefe



Above: Sword House, new HQ for The Jenks Group
Right: The Jenks management team meet



Marketing — The essential link

In Jenks, marketing is the essential link between the principal and the salesforce; one might say the meat between the bread - without it you don't get much of a sandwich.

Jenks takes the marketing function seriously, regarding it as an essential service to its

principals. So seriously, in fact, the Jenks marketing team has expanded to its existing strength of 17 people, in line with an expanding portfolio.

Also important is the production of trade marketing activity to develop sales by account. The aim is to develop and implement marketing plans

for all brands and to ensure principals are kept well informed of progress in the achievement of agreed objectives.

Above: The sales and marketing team discuss forthcoming brand activity



Teamwork ensures smooth running of business

Perhaps not the most glamorous aspect of Jenks team, but critical to the smooth running of their business is the administration department. Sitting in the centre of the organisation their role is very much as co-ordinators, tidying

up all the detail that makes sure things run smoothly. This involves internal teamwork to service trade needs and that unique third element, our principal's needs.

"As a service department, performance appraisal is not on

the number of packs sold, but on accuracy and service levels achieved and lead times met." says David Black, divisional director, sales operations and planning. "For this to work properly teamwork is key."

As well as responding to

trade and principals statistical inquiries David's team act as problem solvers, planners and co-ordinators providing sales data, sales briefing materials, conferences and communicating principal and trade requests through to the sales team.

Pride in complete service

The use of the services of a third party distributor to achieve product distribution is not limited to the UK. Probably some of the best examples lie within the USA where manufacturers often use a number of state distributors to achieve national coverage. The Jenks Group however much more complex than its American counterpart. Richard Onion, business development director explains.

"There are two key differences between a UK and an American broker. Firstly, the relative size of the UK means companies like ourselves can provide national coverage. Secondly, and perhaps the main area which sets it apart from our American counterparts

are the additional services we offer to our principals as part of our partnership with them. Working alongside our sales team are Marketing, Logistics, Finance and Administration offering advice and action to ensure maximum brand potential is achieved."

Principals generally fall into three categories. Firstly, companies lacking infrastructure and manpower resources, secondly, overseas companies looking to develop the UK market and thirdly, companies needing specialist resources for particular market sectors.

More complex indeed! Jenks pride themselves on the level of



Richard Onion, new business director keen to discuss economic alternatives

support they can offer their principals working as partners with them to develop brands in the UK market.

Hermesetas brings a new taste to Chemex '92

Hermes Sweeteners, the sweetener specialists, will be displaying their New Taste Hermesetas and Original Hermesetas sweetener products on Jenks' stand at this year's Chemex exhibition.

The launch of New Taste Hermesetas earlier this year has

anyone wishing to purchase their products at the exhibition.

Promotional support

Promotional support for the brand during 1992 has been in excess of £2 million and this level of support will continue in 1993



Left: New taste Hermesetas products and samples. Above: New television campaign.

exhibitions and competitions.

The main PR focus for the end of 1992 will be the Hermesetas/Weight Watchers Magazine competition to search for the Healthiest Family in Britain. This competition will create excitement behind the Hermesetas brand with a total prize value of over £20,000 and extensive media coverage.



proved very successful and sales to date in the chemist sector have been particularly buoyant.

Chemex '92 is an excellent opportunity for pharmacists to get first hand information about the new look Hermesetas and special offers will be available for

High profile activities have included:

- ADVERTISING earlier this year Hermes introduced an innovative new television commercial for New Taste Hermesetas. The advertisement has appeared nationally throughout the

summer and in addition to this support an innovative press advertising campaign is currently appearing in the slimming press. "This advertising campaign will help establish New Taste Hermesetas among younger sweetener consumers," says Paul Gardner, Hermes UK general manager. "We believe it is the most impactful and different advertising campaign ever produced for a sweetener brand."

- SAMPLING during 1992 over 35,000 samples of New Taste Hermesetas tablets and granulated sweetener will be distributed around the country. Sampling media include The Ideal Home Exhibition at Earls Court, the SLIM'92 exhibition in Birmingham, Brittany Ferries, local radio stations and consumer magazines.

- PUBLIC RELATIONS continues to be an important feature of the Hermesetas promotional strategy. Many high profile activities have already appeared this year including national newspaper and magazine features, local radio promotions,

Get to know Jenks?

The Jenks Group, today, is better equipped than ever to provide manufacturers with realistic and cost effective solutions to build their brands across a number of trading sectors.

Our salesforces are specialist, our back-up services - marketing, logistics, administration and finance - are comprehensive.

Why not check us out for yourself? A partnership with Jenks could be a more profitable route for you as well.

To find out more about what The Jenks Group can do for you and your business give Richard Onion, Business Development Director, a call on 0494-442446. The Jenks Group Sword House Totteridge Road High Wycombe Bucks HP13 6DP
Tel: 0494 442446 Fax: 0494 534430/534440



**But not as close as
New Taste Hermesetas is to sugar.**

In blind tests New Taste Hermesetas was clearly preferred to the other major new generation sweetener brand. We're spending £2m this year to launch our new product, telling consumers about its superior taste.

At the same time, Original Hermesetas is now available in a smart new pack. New Taste Hermesetas. No other sweetener tastes more like sugar.

For more details please telephone The Jenks Group on 0494 442446.



A touch of brilliance from Tandex at Chemex

Chemex'92 gives Denmark's leading oral hygiene company Tandex a chance to really show its colours. Visitors to both The Jenks Group stand C16 and the Tandex stand C20 will be shown the weapon behind the company's attack on the £56 million UK toothbrush market.

The Tandex approach is to offer the pharmacist an ingenious point-of-sale display stand the Active Selling Unit or 'ASU' for short. Designed to be visually attractive the ASU has sample toothbrush heads built-in. This allows consumers to feel the difference between the textures and correctly select the type best suited to their needs. Each texture is colour coded and



With Tandex you can feel the difference

numbered too, allowing for easy selection and repeat purchase.

In a congested pharmacy the neat, well organised ASU which contains the most popular types of Tandex toothbrushes, dental floss, tape and interdental woodsticks makes the maximum use of limited space whilst providing a comprehensive product range catering for the growing demand for dental accessories.

All Tandex oral hygiene products meet strict ISO standards.

Tandex toothbrushes are ergonomically designed with a characteristic broad handle. A matt surface deters slippage, the head is specially shaped to avoid damage to the inside of the mouth and the 'Tyrex' filaments have polished rounded ends to avoid gum abrasion.

Why not discuss with your Jenks Group representative how the Tandex ASU can help you 'feel' your way to better profit.



Bigger and better

Chemex '92 promises to be the biggest and best yet for The Jenks Group. It was only in 1987 when Hermes asked Jenks to sell and distribute the Hermesetas brand in the chemist trade. But this first step provided the springboard for Jenks to become in just five years the leading third party sales and distribution organisation providing a dedicated chemist service to manufacturers.

The pharmacy portfolio has expanded rapidly as manufacturers have quickly grasped the benefits of widespread cost effective coverage of chemists provided by Jenks. Currently the Jenks chemist salesforce calls on 5,500 outlets over a four and eight weekly journey cycle.

The Jenks Group stand (C16) at

Chemex will display the full pharmacy portfolio: Hermesetas sweeteners, Ultra Togs Changes, Wassen vitamin and dietary supplements, Velamints sugar free mints, Bio-tex, Werther's Original and the latest addition, Regina Health products.

Jenks intend to continue their strong expansion into the

pharmacy sector.

As Richard Onion business development director says: "We have a clear competitive lead in pharmacy which no other third party sales and distribution organisation can match. Our aim is to strengthen this impressive lead further by making sure we keep ahead on services to the Chemist sector."

Agfa targets autumn snappers with 'Extra' special promotion

Agfacolor XRG 200 is the film to buy this autumn. In a special 'Extra' promotion, Agfa is offering dealers a 36 exposure film for the price of a 24 + 3 roll. That's 33.5% extra- free!

Taking 'extras' as its theme, the film promotion has some imaginative POS material. Black T-Shirts bearing the legend "I'm an Agfa Film Extra" together with black director's chairs, a window display competition, posters, header cards and badges, all form part of the extra action offer.

For more information on getting in on the Agfacolor action contact The Jenks Group who handle Agfa through the pharmacy trade, on 0494 442446.

Agfa extra action — Free

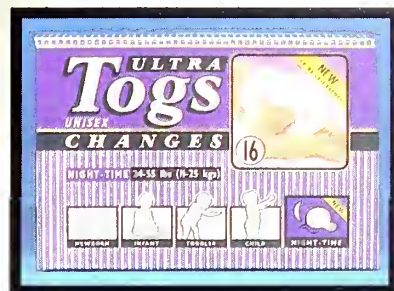


An advertising supplement to Chemist & Druggist



Left: Prof Toags explains the problems of the "Wee wees" and "Do dos"

Below: Ultra Togs Changes — unique Night-time nappies



Prof togs supports night-time nappy changes

With 84% of parents in the UK now using disposable nappies, it is important to offer a wide range of choice to accommodate every age and every stage of a child's development.

Previously, selections had to be economical with shelf space at a premium but new style compressed nappies - such as Ultra Togs Changes - now give retailers the freedom to stock a full range and offer a choice.

Smaller retailers should be looking to profits from unique products such as the new Ultra Togs Changes Night-Time nappies, or stocking products which are TV advertised. TV advertised or media promoted ranges will obviously generate a high demand in-store and by stocking new lines small outlets

have opportunity to compete effectively against large retailers with flexibility and prompt display of new units.

Ultra Togs Changes new line of Night-Time nappies are extra absorbent and super thick, offering extra night-time protection and comfort for young ones, and peace of mind for Mum!

Swaddlers are supporting their Ultra Togs Changes range with an exciting national promotion due to run until the end of September. A link between Ultra Togs Changes and Peter Pan - the brand leading baby wool brand -

offers consumers a free knitting pack on the purchase of ten packs of Ultra Togs Changes. The promotion offers a choice of 4 quality knitting kits, each designed to suit a different stage of a child's growth and to correlate with the different stages in the Ultra Togs Changes range.

The highly successful Prof Togs will continue to form the mainstay of all Ultra Togs Changes marketing activity. Prof Togs will appear on TV promoting the new Night-Time nappy, at exhibitions and on all point of sale and PR material.

YOUR PARTNER FOR PROFIT

AGFA  **AGFACOLOR**

AGFA  **AGFACOLOR KRG 200**

Jenks GROUP

SEE US AT STAND NO C16

NOTHING ESCAPES AGFA  FILM

'CHANGING' FORMULA MAKES BRITAIN'S No. 2 NAPPY No. 1 FOR PROFIT!



PROF TOGS PROFIT MAKING FORMULA

New Compressed Packs = Increased Shelf Space = IMPROVED D.P.P.
+
New Night Time Nappy = New Market Opportunity = £'s PROFIT

Do you have sleepless nights worrying about how to make a profit from selling disposable nappies?

Then Ultra Togs Changes, with special Night-time nappy is the range you have been looking for.

As new Ultra Togs Changes are compressed you'll have bags of room to stock the new Night-time nappy; and still make a significant shelf space saving over the brand leader.

Top quality nappies, at a competitive price, and with a £4 million support, new Ultra Togs Changes are sure to be the nappy every Mum is buying.

Stock up with new Ultra Togs Changes and your nappy nightmares will soon be over!



INNOVATIVE
RESEARCH AND
DEVELOPMENT

DEDICATED SALES
AND MARKETING
SUPPORT

Rhone-Poulenc Rorer have sustained a bold programme of investment to ensure a continuing quality of life for all of us. But innovation doesn't always mean new.



The launch of Kiminto Japanese Peppermint Oil is a classic combination. A thousand years of traditional usage and wisdom brought right up to date with a fresh approach to packaging.



It's a programme that will keep your business and your customers in good health.

Effective products need effective sales and marketing support and this is a cornerstone of the new RPR Family Health Division's strategy. Investment in advertising, packaging and impactful point of sale - all designed to help you help your customers.



Kiminto, Brolene, Anthisan and Dioralyte, will be foremost in the brand building activity. But you can look forward to imaginative deals and effective marketing support to ensure that RPR Family Health is developing the brand support you need.



You can't set yourself a higher target than No.1. But we're sure of our brands, we're confident in their support, and with your support we can build business for each other.



ANDS AND BUSINESS WITH YOU

Pharmacyupdate

Benign prostatic hyperplasia (BPH) is a non-malignant growth of the prostate gland, part of the male reproductive system. As the gland enlarges, the channel through which the urine passes becomes narrower, causing symptoms such as difficulty in urinating, and the need to urinate frequently.

Eventually urine can become "dammed-up" in the bladder, and may cause life threatening kidney damage if left untreated. The World Health Organisation estimates the mortality world-wide from BPH is 30 deaths per 100,000 population.

Three quarters of all men in the UK have some degree of BPH, and each year around 350,000 visit their GP with symptoms suggestive of the condition.

In 1989, a study of 855 men aged 60-85 years, carried out in general practice, revealed 57 per cent suffered from nocturia, 32 per cent had increased daytime frequency, and 31 per cent urgency — all classic symptoms of BPH. Additionally, 30 per cent reported a deterioration in urinary flow, 26 per cent were taking longer to pass urine and 26 per cent suffered from urinary dribbling.

The effect on the quality of life of those suffering from the condition can be severe. Many elderly men adjust their lifestyles extensively and become experts in "toilet logistics". Many will not travel by public transport for fear of being caught short. Some men go to extreme lengths to control fluid intake, contrary to medical advice. Incontinence leads to regular changes of underclothes, and disturbed nights due to frequent nocturia may drive the married man to a separate bed.

Predisposing factors

Apart from the age factor and the need for the presence of functioning testes (males castrated before puberty do not develop the disease), little knowledge has been gleaned concerning the predisposing factors of BPH.

Variations in the incidence of BPH between different racial groups have led to the idea that there is an environmental or genetic component to the condition. BPH seems to be most common in blacks and caucasians, and less frequent in Asians. However, migrants from Japan to the USA quickly acquired rates of BPH nearer to those in their adopted country.

There are three main stages in the development of the condition:

- **Histological.** The disease can be detected under the

BPH — a consequence of ageing

Fifty per cent of males over 60 have symptoms of benign prostatic hyperplasia, while 25 per cent of those who live to the age of 80 will require surgery to ease the problem. But many men have never heard of the disease: they accept the signs of BPH as a normal part of the ageing process. In fact, BPH is the third most expensive disease in terms of health expenditure in Europe, and the ageing population will make the problem more acute in the future

microscope before clinical symptoms exhibit. The prevalence of the condition increases from 25 per cent in males in their fourth decade to 80 per cent after the age of 70 years.

- **Clinical.** The disease starts to cause varying degrees of symptoms for the patient, who then either consults a doctor or accepts the symptoms as an inevitable part of ageing. The incidence of clinical BPH in white populations varies between 10 per cent in the fourth decade to 40-60 per cent in 70 year-old men.

- **Surgical stage.** At this stage the disturbances caused by BPH are very disabling and may be life threatening. The number of men submitting to surgery is variable: it is 27 per 1,000 men over 64 in the USA, but closer to 10 per 1,000 in France and Germany.

The causes

The underlying cause of BPH is poorly understood, but as indicated earlier, it is clearly related to ageing and the presence of androgenic hormones, in particular dihydrotestosterone (DHT).

DHT is produced in the prostate by the action of the



The prostate gland

The prostate gland lies at the base of the bladder and surrounds the urethra. It is made up of five lobes, and consists of smooth muscle, glands and connective tissue.

The whole prostate is covered by a fibrous outer layer called the true capsule, and the upper part of the gland is also surrounded by a strong layer of muscle.

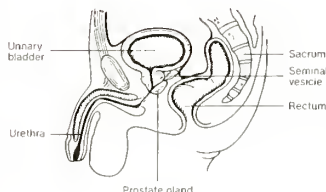
At birth the prostate gland is about the size of a pea. It gradually increases in size until puberty, after which there is a period of rapid growth, until it reaches normal adult size in the third decade of life.

The function of the prostate gland is not fully understood but, as part of the male reproductive system, it contributes acid phosphatase, citric acid and proteolytic enzymes to semen. These are essential nutrient to sperm. During ejaculation tiny glands within the prostate release these secretions into the prostatic ducts, which in turn empty into the urethra.

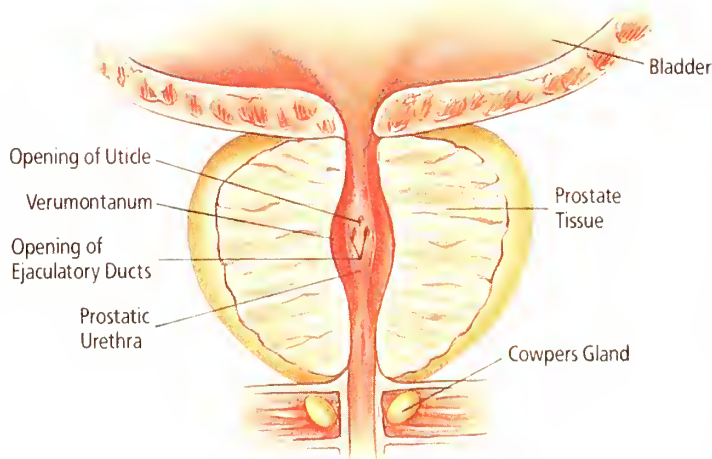
Hyperplasia may first be

evident in the prostate at around 40-45 years of age. It occurs in the middle part of the gland which surrounds the urethra. The over-growth compresses the urethra so that it gradually becomes obstructed and urinary problems start to occur.

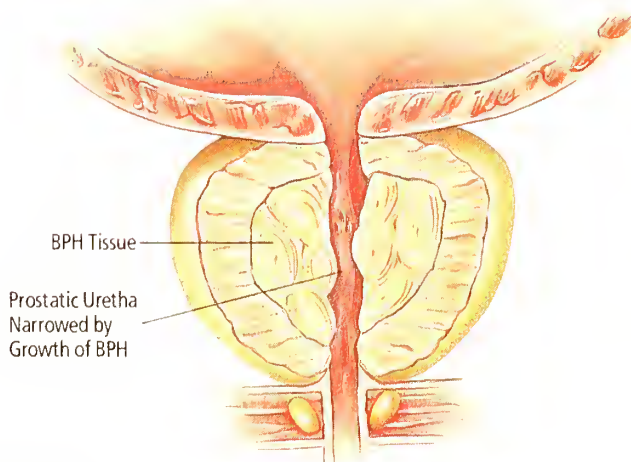
The new growth also compresses the original or true prostatic tissue, and the point at which the new growth meets the true prostatic tissue is called the surgical capsule.



A. NORMAL



C. CONSIDERABLE BPH GROWTH



affect the detrusor or sphincter function (anticholinergics, ganglioplegics, antidepressants) • Diabetes mellitus.

It is also strongly recommended that further examinations are made in patients likely to require surgical treatment, and in men under the age of 50, as BPH is uncommon before this age. In all these situations the patients are likely to have to visit an outpatient clinic. Additional optional tests include:

• **Imaging.** Ultrasonography is the examination of choice (possibly combined with X-ray). This will determine the prostatic volume, the residual volume in the bladder, the condition of the bladder and the urinary tract, and may detect associated conditions (tumours, stones etc).

• **Serum tests.** Routine assay for prostate-specific antigen (PSA) is of no value in patients with BPH, but it may be raised in prostate cancer.

• **Flow rate measurement:** This should be undertaken at the initial assessment and during follow-up treatment. It will help establish whether there is outflow obstruction. A normal flow rate is 100-400ml of urine in 10-20 seconds. A maximal reading of less than 15ml/second indicates bladder outflow obstruction.

• **Urethrocystoscopy.** This procedure is only used pre-operatively.

Treatment options:

1. Surgical

Prostatectomy is currently the mainstay of treatment for BPH — accounting for 90 per cent of all treatment — especially if there is evidence of impaired renal function, recurrent urinary tract infections, urinary retention or bladder stones.

The World Health Organisation, in a statement published in March following two years of international consultations, says that surgery is still the reference treatment for BPH. "It is the only treatment whose indisputably favourable results have withstood the test of time."

There are three different variations of the operation:

• **Bladder neck incision** is relatively simple to perform, can be done on an out-patient basis, and generally preserves ejaculation ability. Its major drawback is that it is not applicable to small prostates (less than 25g).

• **Transurethral resection (TURP)** is the most common option. It involves inserting a rectoscope into the penis, through the urethra and into the bladder. An electrically powered wire loop is used to cut away the obstructing prostatic tissue. The operation has the advantage of relatively short hospital stay, no abdominal incision and high efficacy rates in most patients. The disadvantage is that the procedure must often be performed in 60 minutes or less, thus limiting the size of the

Continued on p410

enzyme 5-alpha reductase on testosterone. DHT binds five times more strongly than testosterone to androgen receptors in the gland and thus has a considerable influence on prostate function.

Research suggests that while levels of DHT are not increased in BPH, there may be raised 5-alpha reductase activity and an increased number of androgen receptors in the prostate. Proscar (finasteride), a recent introduction from Merck Sharp & Dohme for the treatment of BPH, is a 5-alpha reductase inhibitor (see later).

It has also been suggested that, as levels of oestrogen increase with ageing, this hormone may play a role by inducing an increase in androgen receptors or by reducing cell death rate within the prostate.

Symptoms and diagnosis

The symptoms of BPH tend to begin gradually and can be classified as either:

- **Obstructive.** Hesitancy, impairment of size and force of urinary stream, interruption of terminal stream, terminal dribbling
- **Irritative.** Nocturia, daytime frequency, urgency, dysuria, sensation of incomplete voiding.

Abdominal examination by a GP or urologist can identify the presence of acute or chronic urinary retention, and rectal examination may detect prostatic enlargement.

In BPH however, enlargement is mainly confined to the middle lobe of the prostate, so rectal examination is of limited value. (Enlargement of the peripheral portion of the gland may indicate prostate cancer, since it is the outer area that is most commonly affected).

Diagnosis involves a minimal initial evaluation, which may well be done by the GP. The symptoms should be assessed (using an I-PSS type approach — see panel). There may be a physical examination including a digital rectal examination.

Urinalysis will detect and eliminate other potential causes of urinary symptoms, such as infection, diabetes and tumour. Measurement of serum creatinine will indicate, if levels are raised, whether there is an urgent need to relieve any outflow obstruction.

There are a number of optional examinations, likely to be carried out when the initial diagnosis is uncertain. Various urological diseases, and some non-urological conditions, can cause signs of prostatism which can confuse diagnosis.

Symptoms such as haematuria, infection, a suspicious rectal examination and raised creatinine all suggest that extra tests should be made.

Likewise, if clinical examination reveals suspected concomitant conditions likely to cause urinary symptoms such as:

- Neurological disease
- History of trauma or pelvic surgery
- Patients taking drugs likely to

Continued from p410

prostate which can be resected (generally from 60-80g depending on the skill of the surgeon).

● **Open surgery** is usually reserved for prostates that are too voluminous to be resected adequately during transurethral resection.

The latter two options have a high incidence of retrograde ejaculation. This can be a distressing complication for patients who may still wish to have children. Fertilisation can only be achieved via catheterising the bladder and artificial insemination.

Around 50,000 prostatectomies are performed each year in the UK at an estimated cost to the NHS of £100 million. Recent research has indicated that TURP carries a slightly higher mortality rate than open surgery. In addition, 20 per cent of patients experience problems after prostatectomy serious enough to require re-admission to hospital. After five years 8.9 per cent of TURP patients will need a second operation, rising to 12 per cent after eight years. Again these rates are higher than for open prostatectomy.

2. Invasive procedures

There are various physical, non-surgical treatments which can be used. The WHO consensus feels they will have

an important place in the basic treatment of BPH once the necessary studies have been completed to allow evaluation against transurethral prostatectomy. The options are:

● **Balloon dilatation.** This technique consists of dilating the prostate under local anaesthetic using an inflatable balloon. Anatomical studies have shown that, for this to be effective, there must be a partial tear in the fibrous capsule in the anterior portion of the prostate. The results from this relatively new technique show only moderate effectiveness. Less than one in two patients experience any improvement in their condition, which tends, in any event, to be short-lived. Symptoms and signs of obstruction often return within one year.

● **Endo-urethral or prostatic stents.** A tubular mesh or tightly coiled metallic spring is placed in the urethra to prevent it being further compressed by the hypertrophied prostatic tissue. Once installed the mesh cannot be removed because the urethral lining grows over it. Metallic springs prevent subsequent catheterisation or cystoscopy.

The long range results are good in patients whose detrusor function is preserved. However, stents are reserved for patients who are too old or too ill for prostatectomy.

● **Cryotherapy.** The prostate is frozen with liquid nitrogen at -160C. This treatment has been

evaluated over more than 20 years. While effective in many patients, the need for prolonged catheterisation in a significant number of cases makes it less attractive than other therapies.

● **Laser therapy.** The use of lasers to treat BPH is still in the investigational phase, and a rapid expansion of this technique can be expected in the next few years.

● **Localised hyperthermia.** The prostate is heated to between 42-45C for approximately one hour by probes within the rectum or urethra. This shrinks the enlarged gland. Studies have reported improvements in symptoms and urinary flow rates. There is no evidence of prostatic necrosis and the procedure does not seem to cause retrograde ejaculation. Transurethral resection is likely to be required within two years for approximately one third of patients.

3. Endocrine treatment

BPH is an androgen-dependent process in which oestrogens may also play a role. Concerns over the cost of surgery — and the desire of patients to avoid it — have driven the development of drugs which interfere in the endocrine processes. Many are still in the early stages of development, but the use of hormonal agents is today the main approach that has some chance of reversing, or even

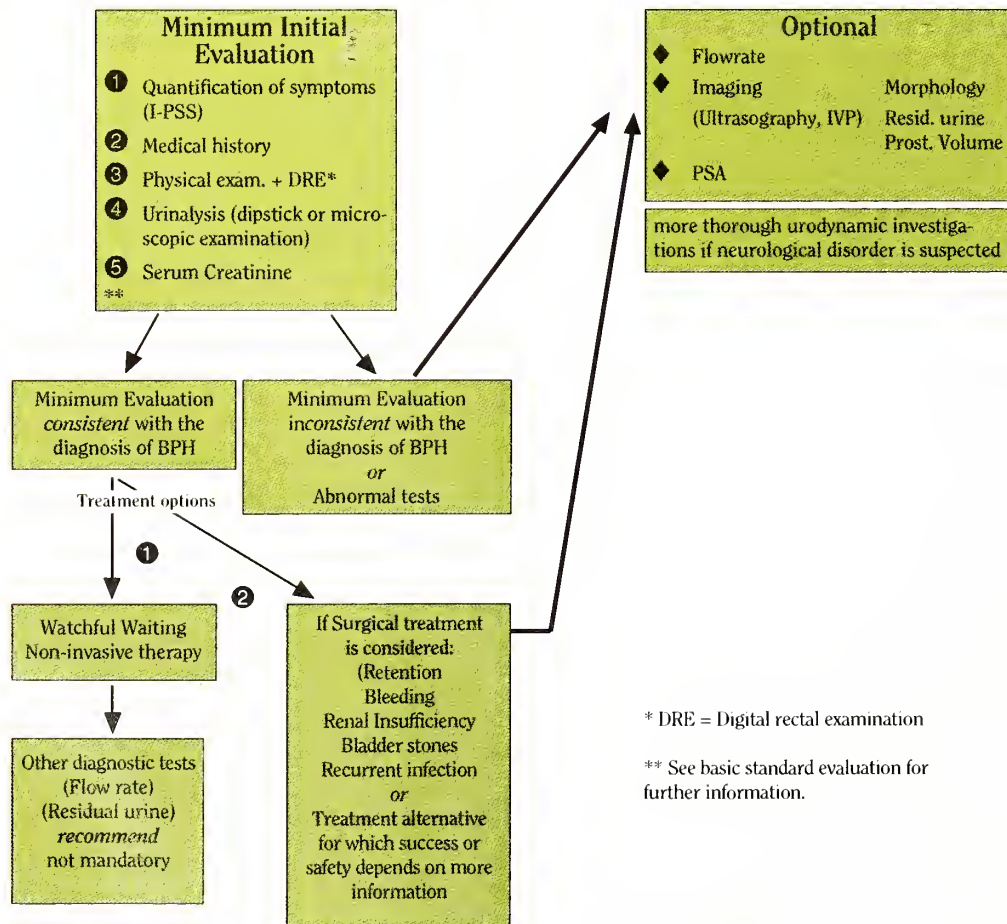
preventing, the hyperplastic process.

The rationale for androgen blockade in the treatment of BPH is based on the hypothesis that a critical level of prostatic androgen is required to maintain the hyperplastic state, and that its withdrawal will result in a reduction in prostate size, and hence urinary outflow resistance.

Interventions which produce androgen blockade include surgical or chemical castration (using luteinising hormone-releasing hormone analogues, progestational agents or oestrogen therapy), anti-androgens and the emerging class of 5-alpha reductase inhibitors.

Surgical castration may be effective, but is a somewhat extreme solution! Likewise sexual dysfunction and hot flushes preclude the use of LHRH analogue therapy in routine cases. Cyproterone acetate, a synthetic anti-androgen with progestational activity, has not been adequately tested to determine its risk:benefit ratio, and is not recommended for routine use. The lack of trials to demonstrate clinical efficacy, and their undesirable side effects, preclude the routine use of progestational agents.

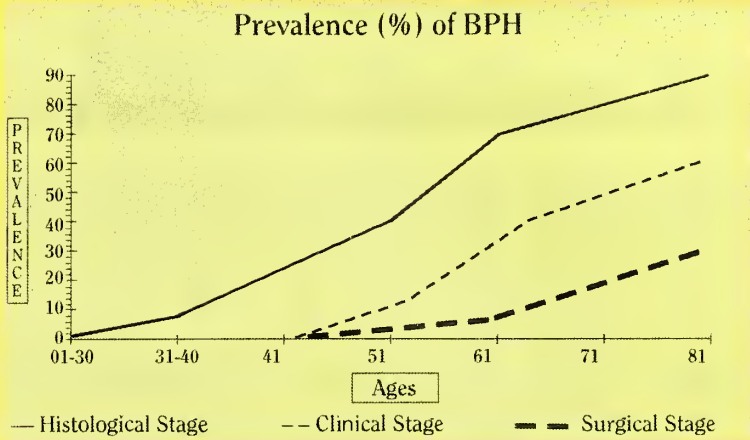
Androgen receptor antagonists such as flutamide appear promising for the treatment of BPH. However, there is a significant incidence of breast tenderness,



BPH. Diagnostic approach

Points arising

- Three quarters of all men over 50 in the UK have some degree of BPH
- Around 350,000 men present to their GP each year with symptoms suggestive of BPH
- Treatment of BPH accounts for 25 per cent of a urologist's workload
- On average patients in the UK have to wait five to eight months for an operation.
- The total cost to the NHS of the 50,000 prostatectomies carried out each year has been estimated at £100m



gastro-intestinal disturbance and hepatotoxicity. On-going clinical trials may establish a lower, more acceptable dose. Newer compounds in clinical trial may lack the side effects of flutamide.

The most recent introduction for the treatment of BPH is Proscar (finasteride) from MSD, the first 5-alpha reductase inhibitor to be licensed in the UK. Testosterone is converted into dihydrotestosterone in the prostate by 5-alpha reductase. DHT has been demonstrated as the main androgen influencing prostate growth.

Finasteride has no affinity for androgen receptors, so feminising side effects such as gynaecomastia are minimal. Trials have shown that it reduces the size of the prostate, provides relief from urinary symptoms and improves urinary flow rate.

Data available from patients who have been taking Proscar for two years show that each of these effects develops over six months and continues to improve over 24 months. After 24 months 60 per cent of patients experienced a reduction of prostate volume of more than 20 per cent.

The presence of BPH does not preclude the existence of

concomitant prostatic carcinoma. It is recommended that before initiating therapy with finasteride, and periodically thereafter, patients should be examined by digital rectal examination.

4. Alpha-blocker treatment

The dynamic component of BPH is related to the tone of the prostate smooth muscle, regulated through the autonomic nervous system by the activity of alpha-adrenergic receptors in the prostate and the bladder neck. Blocking this action tends to relax the smooth muscle of the prostate leading to an improvement in symptoms. Alpha-blockers have no effect in altering the progression of the disease.

The adverse effects of alpha-blockers are potentially problematic and include postural hypotension, tiredness and nasal congestion. These effects are in general relatively mild, but it is advisable to start treatment at low doses and titrate the dose according to the patient's response.

The indications in BPH for which alpha-blockers can be used include:

- Symptomatic relief without

an absolute indication for surgery

- Patients in whom surgery is contra-indicated
- Patients unwilling to undergo surgery
- Patients awaiting surgery

Alpha-blocker treatment is contra-indicated in renal failure secondary to obstructive BPH. It should not be used in patients with repeated acute retention due to BPH, or repeated urinary tract infections, or in those who have bladder stones.

5. Other agents

Before the arrival of alpha-blockers and endocrine therapy, phytotherapeutic agents, cholesterol-lowering agents, amino-acid complexes and organ extracts were the sole medical alternatives. Extracts of plants such as urtica, cucurbita, sabal (dwarf palm) and *Pygeum africanum* have been used.

A more modern example is Prostabrit, containing 189mg of a standardised rye plant extract. Clinical trials to establish the efficacy of the product are currently being carried out. Its precise mode of action is not known, although studies suggest it has anti-inflammatory and anti-androgenic properties.

WHO guidelines on BPH

The World Health Organisation has published a consensus statement on the diagnosis of BPH, in an effort to get doctors to work to a consistent system for assessing symptoms.

The findings of a two year consultation on diagnosis and treatment of BPH were published in March this year and have been endorsed by the British Association of Urological Surgeons. They include the recommendation that the symptoms of BPH are assessed using the International Prostate Symptom Score (I-PSS), also known as the WHOPSS.

I-PSS is based on the answers to seven questions (see table below). For each question the patient is able to choose between five possible answers indicating the severity of the symptom. A score of one to five is assigned to each answer. The total score, ranging from zero (asymptomatic) to 35 (very severe), gives an indication of severity.

International Prostate Symptom Score (I-PSS)

	Not at all	Less than one time in five	Less than half the time	About half the time	More than half the time	Almost always
1. Over the last month or so, how often have you had a sensation of not emptying your bladder completely after you finished urinating?	0	1	2	3	4	5
2. Over the past month, how often have you had to urinate again less than two hours after you last finished urinating?	0	1	2	3	4	5
3. Over the past month, how often have you found you stopped and started again several times when you urinated?	0	1	2	3	4	5
4. Over the past month, how long have you found it difficult to postpone urination?	0	1	2	3	4	5
6. Over the past month, how often have you had a weak urinary stream?	0	1	2	3	4	5
6. Over the past month, how often have you had to push or strain to begin urination?	0 None	1 One time	2 Twice	3 Three times	4 Four times	5 Five or more
7. Over the past month, how many times did you most typically get up to urinate from the time you went to bed until the time you got up in the morning?	0	1	2	3	4	5

Total score =

SB shake up research side

Smithkline Beecham have announced radical restructuring of their pharmaceutical research and development. Several research programmes will be discontinued, including gastro-intestinal research.

"We are stopping research in all acid-related disorders," investor relations manager Philip Ward told *C&D*. "There doesn't seem to be any logical approach to the current problems in this area so we have taken the decision to focus on the commercially more attractive areas."

Research units will now specialise in five main therapeutic areas: anti-infectives, cardio-pulmonary, neuroscience, inflammation and tissue repair, and vaccines.

"Neuroscience is an area where research will undoubtedly increase. The workings of the brain are only now slowly beginning to be understood," said Mr Ward. Vaccines too, was an area of good potential growth, he said. "Governments see protection as an important part of health programmes, and there is a move to mandate vaccination in many countries."

However, there will be some

casualties of the realignment of the company's resources. Around 150 R&D employees will be made redundant and the company does not intend to renew its lease on its Reigate offices, but plans to move the staff to its Great Burgh site.

In a change as least as radical as re-targeting its research

programme, SB plan to introduce a matrix management structure into its UK R&D, replacing the current project management structure. The company already operates matrix management in its US R&D facilities.

SB have committed £200 million to this reorganisation over the next four years.

SAMS sign up for French fragrance distribution

Distribution company Sales and Marketing Services (SAMS) have signed up an exclusive agreement with Camrose to merchandise a wide range of French fragrances direct to independent pharmacists.

The company, which started distributing Laura Page Cosmetics direct to pharmacists eight years ago, will offer top names including Calvin Klein, Chanel, Gucci, Dior and Armani. Order facilities will be available in time for Christmas, it claims.

The deal came about following a decision by importers Camrose, who had been selling the fragrances in Sussex, to expand their clientele range to a national

basis. SAMS answered an advertisement and, with their previous history and contact with pharmacies, were able to win the contract.

SAMS will use the same team that they have worked with on the budget cosmetics range, who have managed to double the company's customer base in the last six months, said SAMS sales director Carol Allen.

As with the cosmetics and watches available from SAMS, customers will be able to exchange unpopular fragrances, while topping up popular lines automatically and without charge from the merchandiser's car.

Wellcome rationalise production

Wellcome are planning to close the cream and liquid filling lines at their Crewe site and concentrate all their UK production at their site in Dartford.

The move follows a review of the company's manufacturing capacity in Northern Europe by board director James Cochran.

"It is about economies of scale," Wellcome's industrial relations manager Mike Wort told *C&D*. "The lines at Crewe will be decommissioned over two years and the production capacity will be taken up by the more efficient use of existing capacity at Dartford."

Production at Crewe was secondary rather than primary, said Mr Wort.

Some 200 jobs are involved at Crewe and the union there has been informed. Wellcome expect to be able to offer a mixture of voluntary redundancies and relocations.

Despite the end of production at Crewe the site will continue to house the company's printing division, UK warehousing and Northern European marketing operation.

Norris on market economics

Numark managing director Terry Norris represented the UK pharmacy business at the recent US National Association of Chain Drug Stores (NACDS) International Symposium, held in New Orleans.

After detailing the structure and regulation of UK pharmacy and explaining the UK community pharmacy system, Mr Norris told the symposium: "Pharmacy not only dispenses

medicine; it plays a vital and increasing role in community health in such fields as advice, primary health care and a growing range of health checks".

He said such activities need to be taken into account when evaluating the role of the pharmacist as a professional.

Mr Norris was speaking at the Symposium after being invited to represent the UK by America's NACDS.

First half trade surplus increase

Britain's ability to compete in the international pharmaceuticals market has continued to blossom in spite of the recession.

In the first half of this year, pharmaceutical exports from the UK increased by almost 20 per cent compared with the first six months of 1991 to reach a record £1,417 million.

Although imports showed a similar (19.4 per cent) increase to

reach £789m, the pharmaceutical trade surplus increased by over 20 per cent to £627m.

Commenting on the figures, released last week by the Association of the British Pharmaceutical Industry, the trade association's director, Dr John Griffin, said: "These figures demonstrate yet again the virility of British-based pharmaceutical companies."

High Street sales continue to slide

Sales in Britain's High Streets are below those of a year ago. And while pharmacies report the most buoyant sales growth, the rate of growth has declined.

These are the main conclusions from the latest CBI distributive trades survey.

"Retailers almost across the board report sales volumes down on a year ago," says the CBI's economics director Andrew Sentance. "Only chemists, confectioners and grocers saw business improve".

The CBI's figures, which apply to the month of July, show their greatest decline since the survey started in 1983. Orders placed with suppliers fell for the second month running and stocks rose slightly thanks to poor sales.

Stocks are still high relative to sales, says the CBI, but have fallen back from the very high level reported in June. Orders are said to be still being cut back on an annual basis as pharmacists try to reduce their stocks still further.

The survey suggests that pharmacies have continued to cutting orders in August, though at a slower rate than in July.

Nevertheless, stocks are still expected to remain too high relative to expected sales.

Park's new maintenance

A maintenance system which provides a complete replacement of their computerised labelling system every three years has been launched by Park Systems.

Available to new and existing customers, the scheme enables all the old hardware to be replaced with up-to-date equipment at the end of the maintenance contract.

The contract covers hardware maintenance, software support, software updates, monthly drug file updates, as well as the hardware replacement.

Vernon Carus press on with new image

Vernon Carus are breaking away from their "old fashioned image" with the launch of a new logo that symbolises the "modern, forward looking company" that is emerging from the solid foundation formed in 1970 from the fusion of two family-run firms of dressings manufacturers.

Marketing manager Ian Parker says the new logo has a clean feel with its corporate blue and "medical" green, but no hyphen between the "Vernon" and the "Carus" to symbolise the final coming together of the two families.

The company will turnover some £30 million in its current financial year and is looking to bring the Vernon Carus name to the fore in the minds of both pharmacists and public alike — at present the Verna brand name usurps that of the company in the market place.

Vernon Carus have two manufacturing units in Blackburn and Preston and a two-year old, purpose-built, 90,000 sqft distribution centre at

Walton Summit which is within a mile of both the M6 and M61. The company is aiming to streamline its NHS dressings-dominated product range where it vies for top spot with Johnson & Johnson and Smith & Nephew.

Vernon Carus are looking to introduce complementary products, possibly distributing brands from European-based companies. "We want to get into wound care in its broadest sense and to bring in high technology solutions for old problems," says managing director Bruce Ash.

Sales director Gerry Hay says the company will interface directly with hospital managers in the new NHS. "Now we have modernised our corporate structure, and particularly our ability to distribute orders anywhere in the UK the day after receipt, we concentrating on getting our brand package right."

Last year the company bought Ganmill, a specialist in washable incontinence products. It also launched an Australian subsidiary.



The new Vernon Carus logo and managing director Bruce Ash

Channel in venture with Tatfords

Wholesalers Graham Tatford & Co have reached a joint marketing agreement with Channel Pharmacy Systems. They plan to market Channel's Monarch EPoS and dispensary systems to the wholesalers' customers at preferential prices.

In a letter to customers, Tatford's managing director Don Mulholland says it had taken considerable time to reach the agreement because it was important to "find the right partner if we were to achieve two strategic goals".

The first was the ability to offer customers successful and cost-effective EPoS, backed by good pharmaceutical input, training and support facilities. The parent company, Channel Business Systems, serves over 500 retail outlets, while Channel Pharmacy Systems, formed earlier this year to cater especially for independent pharmacies, has an installed base of over 100 systems.

Mr Mulholland says the agreement will enable Graham Tatford to commit all their management and financial resources into developing their core wholesaling activities to optimum effect in partnership with Numark.

Animal testing charter from Superdrug

Superdrug have launched a new policy on animal testing which is to be displayed in all of its stores in the form of a five-point charter, following research and monitoring of the issue for the past five years.

The Charter states clearly that Superdrug does not test finished toiletry, cosmetic or household products on animals or the ingredients within those products.

Where tests on ingredients have been carried out previously

within the industry, the company has committed itself to not using any ingredients tested on animals after August 1987.

The Animal Testing Charter has been supported by the Royal Society for the Prevention of Cruelty to Animals and the British Union for the Abolition of Vivisection, while the RSPCA has placed Superdrug's own-label products on its A list of approved products.

The company will distribute leaflets explaining the policy.

Coming events

Monday, September 7

Southampton & District Branch, RPSGB. Visit to local vineyard followed by wine tasting. 7.30pm for 8pm.

Advance Information

Continuing healthcare for older people. A one-day conference at the Church House Conference Centre, Westminster on **September 22**. Organised by NAHAT in conjunction with Age Concern. Keynote speaker Dr Brian Mawhinney MP. Further information from NAHAT conference office (Tel: 021 414 1536).

The Health of the Nation One day conference at Kensington Town Hall, London on **September 29**. Organised by NAHAT. Keynote speaker Rt Hon Virginia Bottomley MP, Secretary of

State for Health. Further information from NAHAT conference office (Tel: 021 414 1536).

Helfex North. Two day health food trade show on **October 18-19** at **Sheffield Arena.** Helfex "Nutrition for health" forum, with an address by Professor Diplock in the subject of Health promotion and disease prevention through optimal nutrition, on **October 19** at 12.30pm. Further information from Wendy Cutler (Tel: 0483 426450).

Cardiovascular therapeutics — new drug activity. Two day conference will be held at the Forte Crest Bloomsbury Hotel, London on **October 29-30**. Organised by IBC Technical Services. Details from Lucinda Middleton (Tel: 071 637 4383).

Residential postgraduate course in

New Backex

A new company has been set up for the study and treatment of back-ache and associated pains. Called Backex Pharmaceuticals, it can be contacted at 8 Pinecroft, Marlow, Bucks SL7 3BJ. Tel: 0628 485652.

SKB Eurocentre

Smithkline Beecham have set up a Clinical Trials Eurocentre in Genval, Belgium. The aim is to provide companies with standard testing procedures and reference ranges.

New fax number

Warner-Lambert's subsidiary company Parke-Davis have a new fax number for their order control department. The number is 0495 751339.

Givenchy cleared

The EC Commission has ratified Parfums Givenchy selective distribution system. The Givenchy distribution network will now be governed by EC conditions of sale, in line with the Commission decision.

Neutrogena news

Neutrogena's new address is; Neutrogena House, Century Point, Halifax Road, Cressex, High Wycombe HP12 3SL. Tel: 0494 474787; fax: 0494 537001.

Vitafibre move

Healthcrafts have bought the Vitafibre brand from Scholl. They have already taken over the marketing and distribution of the vitamin and fibre brand.

Roussel centralise

Orders for Roussel's pharmaceutical products have been centralised to: Customers Services, Distriphar UK, Concord Road, Western Avenue, Acton, London, W3 0RF. Tel: 081-992 8672; fax: 081-993 5382.

Regina move

Regina Health have appointed The Jenks Group to distribute all their health and beauty products with effect from September 1. The Jenks Group; tel: 0494 442226.

cosmetic science at the Palace Court Hotel, Bournemouth on **November 8-13**. Organised by the Society of Cosmetic Scientists. Cost £896 members and £966 non-members. Places limited to 40. Details from the general secretary (Tel: 0582 26661).

Clinical trials in perspective. An intensive residential course at the Forte Crest Hotel, Guildford on **November 9-11**. Organised by the Royal Society of Great Britain. Details from Dr Clements. (Tel: 071 735 9141x 289).

How safe are the medicines you take? One-day conference on **November 19** at the Royal York Hotel, York. Organised by The Royal Society of Health. Cost £75 for non-members. Further details from the conference department (Tel: 071 630 0121).

LABELLING



THE NEW PARK PMR

The system with more features than any other.



PROMOTED

*Simply
the
best*

Change your PMR to the Park PMR. We can transfer the Patient Name & Address files of most popular systems to the Park System!

Full demonstration, installation, trial and training.



THE NEW PARK EPOS

Total solutions for today's pharmacy.

PARK SYSTEMS LTD
6 Vulcan Street
Liverpool L3 7BG

051-298 2233

LOANS

100% PRACTICE LOANS

We offer professional people 100% unsecured loans to purchase, merge or re-finance a practice, so there is no need to mortgage your home to raise capital.

Various repayment methods are available to suit individual requirements for terms of 20 years or longer. We are willing to consider partnerships and sole practices.

To find out more call us on 071-242-4375 or write to J.W. Sleath & Co. Ltd., Insurance and Mortgage Brokers, 58 Theobalds Road, London WC1X 8SG.

Sleath

Specialists in Practice Finance

1% ABOVE BANK BASE

FREEDOM

Independent Finance for the Independent Pharmacist

Funds available for Pharmacists seeking to:

* purchase * raise capital * refit * refinance existing loans

FREEDOM to buy stock as you wish **FREEDOM** to bank where you want to

Call Doug MacLeod AlPharmMI - 0532 442054 (24 Hours)

MORTGAGES for Qualified Pharmacists up to 4x your income plus 3x your Partners.

Remortgages up to 75% - No income details required.

Your home is at risk if you do not keep up repayments on a mortgage or other loan secured on it. Written quotations available on request.

FREEDOM, 2nd Floor, Chancellor Court, The Calls, Leeds, Yorkshire LS2 7EH.



PHARMACY COMPUTER SYSTEMS

John Richardson Computers Ltd

PMR

Latest Update 8/92

EPOS

- * The UK market leader
- * Renowned speed & ease-of-use
- * Unique Drug Interaction Alert
- * Patient Counselling Advice
- * Drug Information Leaflets
- * Manrex, Nomad, Venalink MARs

- * So easy to install and use
- * Ultra-fast sales for ANY product
- * Comprehensive Product File
- * Not tied to any one supplier
- * Branch Warehousing Facilities
- * Pays for itself in months

You may think you can't afford the best - You'll be surprised...

FOR MORE DETAILS, OR FREE EPOS/PMR VIDEOS, PHONE 0772 323763 (FAX 0772 323003) - OR WRITE TO JRC LTD, FREEPOST, PR5 6BR

PHARMACY COMPUTER SYSTEMS

S CALVERT COMPUTER SERVICES PRESCRIPTION LABELLING SYSTEMS

including:-

- Patient records • Drug interactions
- Owings • Stock usage
- Controlled dosage sections for (Nomad etc)
- Software from £99.00 plus VAT to £249.00 plus VAT
- Complete systems for less than £1899.00 + VAT
- 28 day free trial on all software

FOR MORE DETAILS, CONTACT
S CALVERT COMPUTER
SERVICES AT 83 PONTEFRAC
T LANE, LEEDS, LS9 9HS.
PHONE (0532) 484746



PAGE beta

LABELLING SYSTEMS

TELEPHONE 061-941 7011
FOR DETAILS AND A FREE DEMONSTRATION

- ★ AVAILABLE FOR ONE MONTH'S TRIAL
- ★ PERSONAL INSTALLATION AND TRAINING GIVEN
- ★ MULTI FEATURE SYSTEM NO EXTRAS TO BUY

Don't Settle for Less

37 STAMFORD NEW ROAD,
ALTRINCHAM WA14 1EB

"Sorry Mrs Smith, we've lost all your data. Could you give me your details again."

Q. What's new from BUSINESS SYSTEMS? A. ORALABEL PC PLUS



A system overflowing with new features, ORALABEL PC PLUS is the ultimate in PRM Pharmacy Computerised Labelling Systems. Now featuring a choice of Carehome options compatible with Nomad, Venalink and Manrex, all designed to dramatically reduce YOUR time involved operating a monitored dose cassette system.

CALL 0772 561515 FOR DETAILS

STOCK FOR SALE

SPECIAL OFFERS FRAGRANCE SPECIAL OFFERS AUGUST 1992

(Minimum quantity for special offer price is 3)

M.R.P.	PRODUCT	NORMAL PRICE	SPECIAL PRICE
17 95	Anais Anais 30ml EDT Spray	9 50	8 75
	BUY 10+		8 50
24 00	Amarige 50ml EDT Spray	21 50	19 95
27 50	Aromatics Elixir 25ml Spray	18 75	15 75
11 75	Cachet 41ml EDT Spray	6 35	3 95
31 50	Giorgio 60ml EDT Spray	19 99	16 50
31 70	Worth Je Reviens Perfume Spray 8ml	5 75	4 00
14 30	Worth Je Reviens Body Veil Lotion	2 50	1 60
18 90	Worth Je Reviens Cologne 60ml	4 75	3 50
10 25	Worth Je Reviens Deodorant 100ml	3 50	2 75
6 64	Worth Je Reviens Soap in Case	1 60	1 00
33 00	Knowing 15ml EDP Spray	14 65	13 90
9 50	Opium 36ml EDT Spray	20 55	16 50
12 95	Panache 25ml PDT Spray (unboxed)	1 80	1 50
23 50	Panache 50ml PDT Spray (unboxed)	3 25	2 50
10 15	Paris 50ml EDT Spray	16 65	14 95
15 05	Royal Secret 15ml EDT Spray (unboxed)	2 00	1 75
10 50	Tabu Cologne Spray 100ml	3 50	3 00
29 75	Youth Dew 15ml EDP Spray	8 50	7 50
	Ysatis 50ml EDT Spray	17 55	16 50

MENS

16 86	Boss 50ml Aftershave	10 99	9 99
16 75	Boss 50ml Aftershave Sport	10 99	9 99
14 30	Givenchy Gents 60ml Aftershave	8 65	7 50
3 06	Insignia 50ml Cologne	3 25	1 10
4 60	Insignia 100ml Cologne	2 95	1 60
6 65	Mandate Pre Electric Shave 50ml	1 80	1 60
5 62	Old Spice 150ml Aftershave	3 30	2 75
17 75	Paco Rabanne 75ml Sport	9 99	7 50
15 95	Quorum 50ml Aftershave Spray	9 35	7 75
20 45	Worth Pour Homme 100ml A/Shave Spray	7 00	5 50
6 65	Worth Pour Homme 75g Soap (boxed)	1 60	1 00
5 99	Worth Pour Homme 150g Shave Foam	1 60	1 00
15 50	YSL 'Y' Pour Homme 60ml Aftershave	10 80	9 95



D.E. Pharmaceuticals

DERWENT HOUSE, PRUDHOE STATION, PRUDHOE-ON-TYNE,
NORTHUMBERLAND, NE42 6NP

ORDERS: TEL: 0661 835755. FAX: 0661 835839

ADMINISTRATION: TEL: 0661 852253

FAX: 0661-853986



Our baby products are safe for the most tender skins and we believe are second to none.

SCR FOR CRADLECAP is an effective treatment for this unsightly ailment. It is a cream which is applied to the scalp and rinsed off. Not a shampoo.

SNUFFLEBABE BABY CHEST RUB. It can be used safely on the youngest of babes. Does not contain camphor. Rubbing a baby's skin helps to develop the bond between parent and child.

If you would like more information etc, please contact:

J.Pickles & Sons

Regd. Office: Beech House,
62, High Street, Knaresborough,
North Yorkshire HG5 0EA.
Telephone: (0423) 867314

Europarm

**CHEMEX:
STAND G5.
DON'T MISS
US!**

**FREE PHONE
SOUTHERN 0800 525381**

**SOUTHERN OFFICE OPEN FROM 8am TO 8pm.
MONDAY-FRIDAY**

**Ladysave House • Dominion Way
Worthing • West Sussex BN14 8NW
Tel: (0903) 213303 Fax: (0903) 203255**

STOCK WANTED

WANTED

Old Chemist Shop fittings in mahogany.
Complete shop interiors purchased.
Drug runs, bow cabinets etc.

We try hardest, travel furthest, pay more.

Tel: 0533 515460. Eves. 515488 — Fax: 623847

TRADEMARKS

The Trade Mark set out below was assigned on;
13th February 1992.

by; CH BOEHRINGER SOHN (GERMANY),
D-6507-INGELHEIM AM RHEIN, GERMANY.

To: BOEHRINGER INGELHEIM KG.
D-6507-INGELHEIM AM RHEIN, GERMANY.

WITHOUT THE GOODWILL OF THE BUSINESS IN THE
GOODS FOR WHICH THE TRADE MARK IS REGISTERED.

Trade Mark No; Mark;	Goods Specification;
999121	ATROVENT Pharmaceutical, veterinary and sanitary preparations and substances; medical and surgical plasters; material prepared for bandaging; disinfectants and antiseptics; and preparations for killing weeds and destroying vermin.

Classified

APPOINTMENTS

Group Product Manager

Bringing OTC expertise to an international healthcare company

Thames Valley
Package c.£37,500 + car

An international healthcare company, with total sales approaching one billion dollars across a diverse range of products, our client is looking for an accomplished marketeer with the drive and experience to explore alternative sales outlets. Your brief will be to increase market share by expanding into pharmacies and other retail multiples.

The company's main source of OTC expertise, you will plan, develop, execute and control all aspects of marketing for your own range of healthcare products and contribute innovative ideas to OTC marketing strategy for the UK, Ireland and the Nordic countries.

Number two in your department in a company that leads this healthcare field, your sound judgement, keen commercial instincts and well-honed commercial skills will help you establish clear objectives and liaise effectively at all levels.

An innovative thinker, you must be an OTC marketeer with a life science or business-related degree and substantial experience in the healthcare industry. In addition some experience of FMCG marketing would be ideal. Highly-motivated, and well-organised, you should be able to demonstrate a successful track record and be familiar with the retail market.

If you have the drive and ambition to develop this high-profile role, send your cv to John Hawkings, Eames.Jones.Judge.Hawkings, 29 High Street, Welwyn, Herts AL6 9EE. Telephone: 0438 840984.

EAMES · JONES · JUDGE · HAWKINGS

PERSONNEL CONSULTANCY · SEARCH & SELECTION · MANAGEMENT CONSULTANCY

CANNOCK NEWLY REGISTERED

West Midlands Co-operative Chemists Ltd have a vacancy for a 2nd Pharmacist at our in-store Pharmacy in Cannock.

This is an ideal opportunity for someone wishing to gain experience with a view to moving on to Management within our expanding group.

For further details ring:-
Bernard Mellor, Superintendent Pharmacist
on: 0922 721255 during office hours or
write enclosing C.V. to:
P.O. Box 8, 10 Hatherton Road, Walsall
WS1 1JH West Midlands.

PHARMACIST WANTED

for community pharmacy.
Accommodation available.

Telephone: 0282 25860 (day)
0282 33967 (evening)

FULL TIME DISPENSING ASSISTANT REQUIRED

TEL: 081-397 3793

MOSS CHEMISTS

Exciting recent developments within this highly professional Company dedicated to the health of the communities it serves has created vacancies for Pharmacist Managers.

Pharmacists who adopt a high profile, have first class communication skills and staff management should welcome the opportunity to join our expanding Company. We offer competitive salaries, PPP membership, pension scheme with life assurance and good staff discount.

**PHARMACY MANAGER:
ROEHAMPTON**

**TRAINEE MANAGERS:
GUILDFORD HAYES**

**LONG TERM LOCUM
TO COVER MATERNITY LEAVE
IPSWICH**

Apply with full CV to Roger Cotton, MRPharmS,
Recruitment and Training Executive,
Moss Chemists, Fern Grove, Feltham,
Middlesex. TW14 9BD.

BE SELECTIVE WORK FOR MOSS CHEMISTS

PHARMACISTS

Salary c. £20,000

Benefits Package + Car

Due to further expansion of RoC (UK) Ltd's Technical Department, we would like to hear from Pharmacists interested in becoming part of a unique new concept and strategy.

As part of a team of four Pharmacists and a Beauty Therapist, you will be responsible for running Training Schools (for our chemist account staff), holding Clinics within those accounts (giving skin care advice and facials for customers) and assisting with various technical department support activities.

Looking to move out of vocational pharmacy, young, enthusiastic, based in the north, highly motivated, and prepared to travel extensively?

*Please send your C.V. (ref TD03) by
18th September 1992 to:*

Anita Lee
Technical Manager
Laboratoires RoC (UK) Ltd
The Kirkgate
19-31 Church Street
Epsom
Surrey
KT17 4PF



PHARMACIST LOCUMS

L. ROWLAND & Co. Est. 1810

Although we operate as a chain of pharmacies in North Wales we can offer you the organisation of a multiple but at the same time allow you to enjoy a degree of autonomy in which to develop and practise your management skills.

We are seeking to recruit both experienced and newly qualified pharmacists to take up management posts in the following locations:-

HOLYWELL; DENBIGH; WREXHAM; KELSALL.

All of the branches have a good level of N.H.S. dispensing and each one has its particular mixture of counter sales from core medicine through pet products to fine fragrance/cosmetics. We are currently engaged in the introduction of new technology across our branches and if you would like to be part of a developing independent multiple then we would like to hear from you.

The remuneration package reflects the degree of responsibility and workload and includes payment of registration fee, pension scheme and where desirable a Company Car can be made available.

For further details, application form and interview appointment contact:-

N.W. Jess Esq., MRPharmS, Regional Manager,
L. ROWLAND & CO. (RETAIL) LIMITED
Dolydd Road, Wrexham, Clwyd LL13 7TF.
Telephone: 0978 290555 before 5.00pm
Telephone: after 7pm 0978 361475



NH NORTHERN LOCUMS

Agency (Lic. No. YH1599)

Areas covered

**Yorkshire, Newcastle,
Manchester, Liverpool**

Bradford

Tel & Fax No: 0274 831631

Manchester

Tel & Fax No: 061 7258063

OPEN 7 DAYS UNTIL 10PM

LOCUM-LINK

Member of the Henry I. Perlow Group
National Pharmacy Locum Agency



TELEPHONE 081-907 9894

Kent/Sussex Office 0892 510526

We invite Pharmacist Locums to apply for registration

LOCUMS

Provincial Pharmacy Locum Services

SUMMER LOCUM SHORTAGES

**HOLIDAYS
VACATIONS
BANK HOLIDAYS
DAYS OFF
LONG TERM COVER**
...

We employ motivated,
experienced and well
trained locum
co-ordinators.

Have you ever spent many
hours telephoning around
looking for locums?
...

We operate an
established pharmacist
run service.
...

One call to us
saves you time and
worry wherever you are!

We have over 3000
Pharmacists Registered!
plus experience of handling
over 100,000 bookings

Nationwide!

Please Call Now!

Our Business
Place your Locum problem
in the hands of our
experienced co-ordinators.
We will inform you the
moment cover is found.

Your Business
We leave you to get on with
doing what you do best —
Running your Business



AGENCIES WANTED

Major Accounts Manager seeks new Agencies
within the cosmetics accessories market.

14 years experience dealing with Head
Office/Major Accounts as well as Independents.

Please reply in writing to:
Box No. C&D 3424

BUSINESS FOR SALE

EDINBURGH – SCOTLAND

For sale due to retirement a well-established
(1965) private company with a high reputation
supplying a sound customer base of retail
pharmacies with perfumes, toiletries, soft toys
and other fancy goods.

Ideal opportunity for quick expansion into the
Scottish market or very suitable for the private
investor wishing to retain an active role in
business.

Annual turnover approximately \$500,000.
Freehold property.

Further particulars available from:

John Angus & Co. C.A.,
460a Windmillhill Street,
Motherwell ML1 2AB

Tel: 0698 64671 Fax: 0698 64672

AGENTS WANTED

AGENTS/DISTRIBUTORS

with established contacts, are required.
Our highly competitive range of

READING GLASSES

are enjoying an expansion in sales helped
by the lowest R.R.P. & very high P.O.R.

Why not profit with us in reaching this
markets full potential.

DIRECT PERCEPTION LIMITED

37B New Cavendish Street,

London W1M 8JR.

Tel: 081 518 2685

See us at CHEMEX Stand A12 Hall 2

AGENTS REQUIRED

1st class opportunity arises for experienced
agents in the following areas:-

(i) Scotland (ii) N.E. England (iii) Midlands

Selling the unrivaled range of hair
accessories

by CRISCO into leading pharmacies and
department stores.

Please contact: **Managing Director CRISCO**

Telephone: (071) 405 5205

Facsimile: (071) 405 5207

LOOKING FOR A SHOP?

*Why not talk direct to Lead Securities,
Britain's largest retail property group?*

We have shops of all types available, start-up
kiosks, self-contained high street premises and
units in well located shopping centres,
throughout the UK.

Ring **JOHN GRIMES** now on: 071 413 9000 or
Mobile 0860 203962 quoting reference CD1

ALLIANCE VALUERS AND STOCKTAKERS

Telephone Harrogate (0423) 531571

NORTHUMBERLAND



Sole Village Pharmacy. Leasehold. T/O June 92 £658,882. GP25.1%. NHS items 5,100
per month. Offers over £400,000 for GW/Fix plus SAV.

Sole Village Pharmacy. Leasehold. T/O June 92 £263,076. GP25.6%. NHS items 2,200
per month. Offers around £90,000 for GW/Fix plus SAV

Leasehold Town Centre Pharmacy in Tourist/Market town. T/O June 92 £256,112.
GP30%. NHS items 1,050 per month. Offers invited for GW/Fix plus SAV

PHARMACIES URGENTLY REQUIRED NATIONWIDE FOR EAGER PURCHASERS

CAMBRIDGESHIRE

Tired of working for a multiple?
Why not own your own
pharmacy?

Recently opened projected turnover
for current year
- £200K; high GP.

Price £57,000 + SAV Leasehold

Genuine reason for sale -
no time wasters please.

Telephone: (0733) 390 655

HENRY I. PERLOW MRPharmS

NORTH LONDON. Lock-up pharmacy
Annual turnover £270,000. NHS items
2300 per month. 15 year lease
Rent £8,000p.a. Price £115,000 SAV
Ref: 0565

LONDON W9. Lock-up Pharmacy
Annual turnover £265,000. NHS items
2200 per month. 20 year lease. Rent
£7,500p.a. Owner retiring. Price
£110,000 SAV Ref 08275

**TO BUY OR SELL A
BUSINESS**

TELEPHONE: 081-907 9894

BUSINESS FOR SALE

ORRIDGE & COMPANY

**SPECIALISTS IN STOCKTAKING
FOR TRANSFER AND AUDIT**

Est. 1846

- C1951 GLAM**
Pan of pharmacies to £450,000, would sell separately N.H.S. items 5000 per month 30% plus Gross profit shown for last 3 years (one with L.A.) at £135,000 offers for goodwill around £170,000
CONTACT WALSALL OFFICE
- C1931 BIRMINGHAM**
Near 5 doctor surgery Turnover £246,000 last year with gross profit £73,700 N.H.S. items average 2,500 per month 7.00pm closing. Nicely fitted, spacious double fronted shop. Freehold £750,000. Offers for goodwill £100,000 plus SAV
CONTACT WALSALL OFFICE
- C1936 WEST MIDS**
Pharmacy turnover £202,000 approx plus Post Office salary £35,000 pa N.H.S. items 1000 per month. Attractive shop. Closed Saturday afternoon. Lease at £11,500 p.a. Offers invited for goodwill, fixtures and fittings plus stock at valuation
CONTACT WALSALL OFFICE
- C1870 MID GLAM**
Old established in Rhondda Valley to £231,250 with gross profit at 26.6% N.H.S. items average 2,500 per month. Easy hours with two half days, very reasonable price asked at around £80,000 for Goodwill, with Freehold property, for Lease at £3,000 p.a.
CONTACT WALSALL OFFICE
- C1808 SOUTH STAFFS**
Turnover £200,000 N.H.S. items average 2,000 per month 4 doctor surgery nearby with crossing to pharmacy 7.00 pm closing, half day Saturday. Lease at £3480 per annum. Low rates. Price reduced to £67,500 plus SAV
CONTACT WALSALL OFFICE
- C1801 NORTH STAFFS**
Established 5 years to developing private estate, next to Health Centre. Attractive shop, good living accommodation. Evening opening. Turnover in excess of £280,000 N.H.S. 2000 items per month. Goodwill £120,000 plus SAV. Freehold £75,000
CONTACT WALSALL OFFICE
- C1934 NORTH YORKSHIRE COASTAL RESORT**
Community pharmacy situated in residential area of popular East Coast holiday resort. Projected sales year ending 30.9.92 £235,000. Gross profit at 27% £63,859. N.H.S. monthly average 2178 items. Tenure - leasehold or freehold with substantial 4 bedroom accommodation. Price for goodwill, fixtures and fittings £110,000 plus stock at valuation
CONTACT LEEDS OFFICE

- C1935 NORTH WALES COASTAL RESORT**
Community pharmacy situated on main street of popular North Wales holiday resort. Sales year ending 28.2.92 £333,700. Gross profit at 27.5% £91,000. N.H.S. monthly average 1143 items. Tenure leasehold with 2 bedroom self contained flat. Price for goodwill, fixtures and fittings £155,000 plus stock at valuation
CONTACT LEEDS OFFICE
- C1897 SHEFFIELD**
Community pharmacy situated in residential suburb of Sheffield and located next to doctors surgery. Projected sales year ending 31.3.92 £220,000. Gross profit at 30.4% £66,361. N.H.S. monthly average 2245 items. Tenure leasehold, terms negotiable. Price for goodwill, fixtures and fittings £120,000 plus stock at valuation
CONTACT LEEDS OFFICE
- C1873 LEEDS SUBURB**
Community pharmacy located in busy shopping area of Leeds suburb. Sales year ending 31.8.90 £228,788. Gross profit at 28.8% £66,286. N.H.S. monthly average 1796 items. Tenure - leasehold. Price for goodwill, fixtures and fittings £115,000 plus stock at valuation
CONTACT LEEDS OFFICE
- C1647 WIRRAL**
Family pharmacy situated on the Wirral coast and located in mid terrace freehold property on main street. Property has a self contained four bedroom flat to first and second floors and full services. Turnover for year ending 5.4.91 £291,556. Gross profit of £62,996 at 24.15%. N.H.S. items average 2,696 per month. Price for goodwill, fixtures and fittings £180,000. Price for freehold property £65,000. Stock at valuation approximately £30,000
CONTACT LEEDS OFFICE
- C1942 BUSY SOMERSET TOWN**
Long established pharmacy. Ideal for first time venture. Currently dispensing 2,400 2,500 items/month with turnover of approximately £280,000. The current rental is £5,950 p.a. Price required for goodwill, lease, fixtures and fittings in the region of £110,000 plus SAV
CONTACT BOURNEMOUTH OFFICE
- C1914 NORTH HAMPSHIRE**
Convenient to M3 motorway, owner managed for the last 30 years, serving a large area. This pharmacy is dispensing some 2,500 items per month with a turnover of some £350,000 for the current year May 1992. Situated in a parade in residential area. Price for goodwill, fixtures and fittings £170,000 plus stock at valuation. Lease being granted for 15 years at an initial rental of £7,000 per annum
CONTACT BOURNEMOUTH OFFICE

- C1850 HANTS COASTAL CITY SUBURB**
Genuine retirement sale. Turnover current year excess £230,000. Dispensing 1,600 items per month. Low overheads. New 15 year lease to be granted. Initial rental £4,000 per annum. Ideal first time venture. £80,000 for goodwill, fixtures and fittings plus SAV
CONTACT BOURNEMOUTH OFFICE
- C1837 DEVON**
Attractive unopposed pharmacy. Turnover £230,000. Dispensing 1,600 items. Excellent 3 bedroomed flat. Freehold for sale if required at £100,000. Alternatively a new lease will be granted. £80,000 for goodwill, fixtures and fittings plus SAV
CONTACT BOURNEMOUTH OFFICE
- C1948 RENTREWSHIRE**
Long established, easily run pharmacy. Ideal for first time buyer or husband/wife team. Turnover 30.9.91 £188,204. N.H.S. items average 1,550 per month. Leasehold. Low overheads. Offers invited for goodwill, fixtures and fittings
CONTACT GLASGOW OFFICE
- C1947 EDINBURGH**
Long established community pharmacy with Health Centre shares. Turnover 31.08.91 £155,932. Gross profit £43,628. N.H.S. items 1,200 per month. Ideal opportunity for first time buyer. Offers invited for goodwill, fixtures and fittings plus heritable property plus SAV
CONTACT GLASGOW OFFICE
- C1938 SURREY SOUTH WEST LONDON**
Established pharmacy in attractive location. Estimated turnover £170,000 based on 1100 items per month. 3 doctor surgery nearby. Relatively unopposed. Current rent £7,500 per annum. £35,000 for goodwill, lease, fixtures and fittings, plus stock at valuation
CONTACT EPPING OFFICE
- C1823 ESSEX**
Long established pharmacy in busy trading position. T/O approximately £160,000, based on 1800 items/month. Accommodation above, superb lease until 2009 with rent of £6,750 no further reviews. Retirement sale £79,500 for goodwill, lease, fixtures and fittings, plus SAV
CONTACT EPPING OFFICE
- C1876 SOUTH EAST LONDON**
Spacious pharmacy in densely populated area and run constantly under management. T/O £165,489 based on 1900 items/month. 2 doctor surgery adjacent. Reasonable hours. Retirement sale. Offers in region of £35,000 for goodwill, lease, fixtures and fittings plus SAV
CONTACT EPPING OFFICE

PLEASE MENTION CHEMIST & DRUGGIST WHEN RESPONDING TO THIS ADVERTISEMENT

172 High Street, Epping, Essex CM16 4AQ
Telephone: 0992 576144. Fax: 0992 574181

65 Bath Street, Glasgow, G2 2BX
Telephone: 041 332 7977. Fax: 041 332 5626

5 York Place, Leeds, LS1 2DR
Telephone: 0532 439061. Fax: 0532 423304

517 Christchurch Road, Bournemouth BH1 4AQ
Telephone: 0202 395832/396711. Fax: 0202 303793

Tudor House, Bridge Street, Walsall WS1 1EZ
Telephone: 0922 28748. Fax: 0922 612737

LAMBERT SMITH HAMPTON

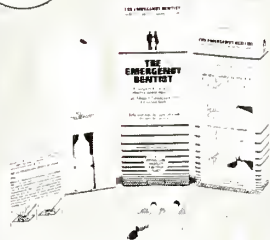
0232 327954
CLARENCE HSE 4-10 MAY ST BELFAST BT1 4NJ

**BUSINESS FOR SALE BY TENDER
NORTHERN IRELAND, FREEHOLD PHARMACY
8,000 PRESCRIPTIONS PER MONTH,
T/O £836K**

For Full Details Contact Martin Quinn
Lambert Smith Hampton
(0232) 327954

DENTAL KITS

THE EMERGENCY DENTIST™
(NO NEED FOR INJECTION)
A SERVICE FOR TRAVELLERS!



SAFE, EASY TO ADMINISTER,
DENTAL REPAIR KIT
* lost crowns * fillings * cracked teeth *
**STOCK UP NOW FOR THE HOLIDAY
DEMAND**

R.R.P. £6.99
HIGH PROFITABILITY!
LOW OUTLAY!

Call Dental Saver Products
Tel: 0275 810291
Fax: 0275 858112

COURSES

DONCASTER

MEDICINE COUNTER ASSISTANTS PROGRAMME

This successful and popular course is now being repeated in Doncaster commencing Tuesday 6th October 1992 until 10th November 1992, times 6.30pm to 9.00pm at a cost of £90 + VAT (£15.75).

For further details contact the local Course Organiser:
Yorkshire Training Centre Ltd., Manpower Training College,
51-53 Highfield Road, DONCASTER DN1 2NB. Tel: 0302 340794

DISPENSING LABELS

Chemists; **SAVE MONEY AND TIME**

Reduce wastage and make more profit
by using our dispensing labels
(7-10 days delivery)

Contact: **D & M PRINTING Co. Ltd.**
Telephone: 051-949 0567 Fax: 051-949 0747

LABELLING



THE NEW PARK PMR

The system with more features than any other.



PROMOTED

**Simply
the
best**

Change your PMR to the Park PMR. We can transfer the Patient Name & Address files of most popular systems to the Park System!

Full demonstration, installation, trial and training.



THE NEW PARK EPOS

Total solutions for today's pharmacy.

PARK SYSTEMS LTD
6 Vulcan Street
Liverpool L3 7BG

051-298 2233

LOANS

100% PRACTICE LOANS

We offer professional people 100% unsecured loans to purchase, merge or re-finance a practice, so there is no need to mortgage your home to raise capital.

Various repayment methods are available to suit individual requirements for terms of 20 years or longer. We are willing to consider partnerships and sole practices.

To find out more call us on 071-242-4375 or write to J W Sleath & Co. Ltd., Insurance and Mortgage Brokers, 58 Theobalds Road, London WC1X 8SG.

Sleath

Specialists in Practice Finance

1% ABOVE BANK BASE

FREEDOM

Independent Finance for the Independent Pharmacist
Funds available for Pharmacists seeking to:

★ purchase ★ raise capital ★ refit ★ refinance existing loans

FREEDOM to buy stock as you wish **FREEDOM** to bank where you want to
Call Doug MacLeod A1PharmMI - 0532 442054 (24 Hours)

MORTGAGES for Qualified Pharmacists up to 4x your income plus 3x your Partners.
Remortgages up to 75% - No income details required.

Your home is at risk if you do not keep up repayments on a mortgage or other loan secured on it. Written quotations available on request.

FREEDOM, 2nd Floor, Chancellor Court, The Calls, Leeds, Yorkshire LS2 7EH.



PHARMACY COMPUTER SYSTEMS

John Richardson Computers Ltd

PMR

Latest Update 8/92

EPOS

- ★ The UK market leader
- ★ Renowned speed & ease-of-use
- ★ Unique Drug Interaction Alert
- ★ Patient Counselling Advice
- ★ Drug Information Leaflets
- ★ Manrex, Nomad, Venalink MARs

- ★ So easy to install and use
- ★ Ultra-fast sales for ANY product
- ★ Comprehensive Product File
- ★ Not tied to any one supplier
- ★ Branch Warehousing Facilities
- ★ Pays for itself in months

You may think you can't afford the best - You'll be surprised...

FOR MORE DETAILS, OR FREE EPOS/PMR VIDEOS, PHONE 0772 323763 (FAX 0772 323003) - OR WRITE TO JRC LTD, FREEPOST, PR5 6BR

PHARMACY COMPUTER SYSTEMS

S CALVERT COMPUTER SERVICES PRESCRIPTION LABELLING SYSTEMS

including:-

- Patient records ● Drug interactions
- Owings ● Stock usage
- Controlled dosage sections for (Nomad etc)
- Software from £99.00 plus VAT to £249.00 plus VAT
- Complete systems for less than £1899.00 + VAT
- 28 day free trial on all software

FOR MORE DETAILS, CONTACT
S CALVERT COMPUTER
SERVICES AT 83 PONTEFRAC
T LANE, LEEDS, LS9 9HS.
PHONE (0532) 484746



PACER beta

LABELLING SYSTEMS

TELEPHONE 061-941 7011
FOR DETAILS AND A FREE DEMONSTRATION

- ★ AVAILABLE FOR ONE MONTH'S TRIAL
- ★ PERSONAL INSTALLATION AND TRAINING GIVEN
- ★ MULTI FEATURE SYSTEM NO EXTRAS TO BUY

Don't Settle for Less

37 STAMFORD NEW ROAD,
ALTRINCHAM WA14 1EB

"Sorry Mrs Smith, we've lost all your data. Could you give me your details again."

Q. What's new from BUSINESS SYSTEMS?

A. **ORALABEL PC PLUS**

A system overflowing with new features, ORALABEL PC PLUS is the ultimate in PRM Pharmacy Computerised Labelling Systems. Now featuring a choice of Carehome options compatible with Nomad, Venalink and Manrex, all designed to dramatically reduce YOUR time involved operating a monitored dose cassette system.

CALL 0772 561515 FOR DETAILS



PRODUCTS & SERVICES

POSHH Check Out EPOS



Mike Hadley & Robert Hutt
invite you to visit

HADLEY HUTT COMPUTING LIMITED
at Chemex '92 on September 13th and 14th.

PILLS and POSHH CheckOut demonstrations.
Special offers for systems ordered on the day.

For information on either PILLS or POSHH CheckOut
please contact Anna Butler, MRPharms, Dept G.B.,
Hadley Hutt Computing Limited,
George Bayliss Road, Droitwich Worcs. WR9 9RD.
Tel: 0905 795335. Fax: 0905 795345

SHOPFITTINGS

NORDIA

PHARMACY PLANNING



Approved

DESIGN SERVICE — COMPLETE PACKAGE — NATIONWIDE SERVICE

SPECIALIST SHOPFITTING
AND DESIGN FOR TODAY'S
PHARMACIST

YORKLINE

SHOPFITTERS LTD.,
NORDIA HOUSE, SEACROFT INDUSTRIAL ESTATE
COAL ROAD, LEEDS LS14 2AW
Tel: 0532 323478 Fax: (0532) 323348



0626 - 834077

COMPREHENSIVE DESIGN, MANUFACTURE
AND INSTALLATION SERVICE FOR THE
RETAIL PHARMACY

KING CHARLES BUSINESS PARK,
OLD NEWTON ROAD, HEATHFIELD,
DEVON TQ12 6UT

PROFESSIONAL

PHARMACY DESIGN & INSTALLATION

gemma shopfitting
systems

OFFICE & SHOWROOM 0935-20724
LONDON OFFICE 0883 622151

OXFORD ROAD, PEN MILL TRADING ESTATE,
YEOVIL BA21 5HZ.

STOCK FOR SALE

DIRECTLY IMPORTED EEC ETHICALS CURRENT SPECIAL OFFERS INCLUDE

AZANTAC & ADALATE LP IN STOCK!

			Disc + Settl	Net Price
AMOXIL	12	500mg	14 + 5	3.43
RENITEC	28	5mg	26 + 5	5.52
PROZAC	14	20mg	30 + 5	9.95
VOLTAREN RETARD	100mg		46 + 5	2.29
TIMOPTOL	0.5%		33 + 5	3.70
ZOVIRAX CREAM	3g		28 + 5	5.73
ZANTAC	20	150mg	8 + 5	8.67
TAGAMET	30	400mg	22 + 5	7.62
ZESTRIL	28	5mg	31 + 5	5.71

RING FOR CONTRACT PRICES

DISCOUNT PERFUMES RRP 3
JUST A FEW OF THE 1000'S OF OFFERS

ANAI	EDT	30ML	SP	17.95	8.95
BEAUTIFUL	EDP	15ML	SP	20.40	12.95
OPIUM	EDT	36ML	SP	33.00	16.65
VANDERBILT	EDT	15ML	SP	9.95	3.70
SAMSARA	EDP	50ML	SP	34.00	21.99
GIORGIO	EDT	50ML	SP	30.00	15.10
YOUTH DEW	EDP	65ML	SP	21.00	13.70
QUORUM	ASL	50ML		15.75	5.50
JAZZ	ASL	50ML		16.00	9.45

KODAK GOLD TO 34% OFF NEW GOLD II TO 25% OFF

GOLD	GA 135-36	100	1.75	34%
GOLD II	GR 135-24	100	1.69	25%
GOLD II	GS 135-24	200	1.87	22%

PLUS MANY OTHER SPECIAL OFFERS

NATIONWIDE NEXT DAY DELIVERY
RING FOR A FULL PRICE LIST

CHEMILINES PHARMACEUTICALS
UNIT 3P, BUILDING B, WEMBLEY COMMERCIAL CENTRE
80 EAST LANE, NORTH WEMBLEY, MIDDLESEX HA9 7NL
TEL: 081 908 0124/081 904 0177. FAX: 081 904 0942

AGENTS WANTED UK WIDE

STOCK WANTED: CHANEL, SAMSARA, CALVIN KLEIN AND
ANY BRANDED PERFUMES TO PROP UP OUR STOCK LEVELS



LIBRA DISTRIBUTORS

WHOLESALE OF FRAGRANCES ·
PHOTOGRAPHIC FILMS & BATTERIES

TEL: 081-445 4164 · FAX: 081-445 1399

"GET THE RIGHT PICTURE"
— FILMS AT BEST PRICES

NEW KODAK GOLD II GR 100 SPEED 12exp. £1.42 20% off trade
NEW KODAK GOLD II GR 100 SPEED 24exp. £1.69 25% off trade
NEW KODAK GOLD II GR 100 SPEED 36exp. £2.15 22% off trade
GA 100 SPEED 36exp. Eng./Arabic £1.79 37% off trade
GS 200 SPEED 12exp. £1.53 20% off trade
GS 200 SPEED 24exp. £1.92 20% off trade
GS 200 SPEED 36exp. £2.37 20% off trade

FUJI

100 SPEED 24exp. £1.30 40% off trade
100 SPEED 36exp. £1.60 40% off trade

Feel free to call for a price list on 081-445 4164

Nationwide Delivery Next Day.

30 DAYS CREDIT ON ALL ORDERS OVER £350
ALL PRICES ARE EXCLUSIVE OF VAT

ARE YOU TAKING ADVANTAGE OF PASSPORT PICTURE
OPPORTUNITIES? BIG POTENTIAL. FOR A FREE DEMO AND
MORE INFORMATION PLEASE CALL US NOW!

STOCK FOR SALE



**FOR DETAILS OF YOUR NEAREST BRANCH
CALL FREEFONE
0800 181349**

REASONS TO BE CHEERFUL

- 1 Free wine offer!
 - 2 Golden 'Hellos' to new customers!
 - 3 Bulk order discounts!
- Plus best prices, delivery and service.

**FOR DETAILS
CALL FREE ON
0800 21 29 62**

**F R E E M A N
P H A R M A C E U T I C A L S**

LIQUIDATED STOCK OF FASHION HAIR ACCESSORIES

- ★ SCRUNCHIES ★ BULLDOG CLIPS
- ★ ALICE BANDS ★ FRENCH CLIPS & BOWS
- ★ BANDANAS & MUCH MORE!

ALL TO BE SOLD AT 5p PER ITEM

TEL: 081-965 4727 FAX: 081-963 1060

AUGUST SPECIAL OFFERS INCLUDING:



- ★ CAREFULLY SELECTED EC IMPORTED PHARMACEUTICALS
- ★ PRODUCT LIABILITY INSURANCE
- ★ OUR OWN 'EC' QUALIFIED PERSON TO SUPERVISE QUALITY CONTROL
- ★ DISTRIBUTION THROUGHOUT UK incl. N. IRELAND
- ★ ONE OF THE LARGEST PURCHASERS OF PI's IN EUROPE
- ★ HELPFUL ADVICE GIVEN TO UPDATE THE PHARMACIST
- ★ COMPETITIVE PRICES AND REGULAR MONTHLY OFFERS
- ★ MEMBER OF THE ASSOCIATION OF PHARMACEUTICAL IMPORTERS

E URIMPHARM LTD

UNIT A6, 83 COPERS COPE ROAD,
BECKENHAM, KENT, BR3 1NR.
TELEPHONE: 081-658 2255
FAX: 081-658 8680



*To advertise in
this section, please
phone Joe Doveton
on 0732 364422
Ext. 2468*

CUT OUT CUT PRICES



PARALLEL IMPORTS

Product	Price	Disc.
Adalat 5mg 40's	£2.39	27%
Adalat 10mg 40's	£3.07	37%
Adalat Retard 40's	£6.81	12%
Prothiaden 75mg 28's	£3.36	16%
Prozac 20mg 14's	£9.87	34%
Salazopyrin EN	£8.06	21%
Septtrin 480mg 100's	£7.51	55%
Tagamet 400mg 30's	£7.20	30%
Zovirax cream 3g	£5.69	32%
Zovirax cream 10g	£16.39	35%

← 1 bottle of quality wine with each PI order over £500

GENERICIS

Product	Price
Atenolol 25mg	£3.50
Atenolol 50mg	£0.85
Atenolol 100mg	£0.89
Cimetidine 200 mg	£11.99
Cimetidine 400 mg	£11.90
Cimetidine 800 mg	£12.99
Co-codamol disp	£2.20
Co-proxamol	£0.68
Diltiazem	£7.25
Ibuprofen 400mg	£2.50
Lactulose solution 1 litre	£3.85
Nifedipine 10mg (orange)	£3.50
Salbutamol inhalers	£0.90
Tamoxifen 10mg 30's	£1.55
Tamoxifen 20mg 30's	£2.85

Plus 2½% extra discount on Generic orders over £250 →

DRESSINGS

Product	Price
Sterile dressing packs	£4.80
Sterile gauze swabs 7.5 (48)	£8.50
Micropore 2.5 (12)	£6.66
Crepe bandages 10cm	£0.85
Crepe bandages 7.5cm	£0.64

Plus 2½% extra discount on fragrance → orders over £100

FRAGRANCES

Product	Price
Antaeus 100ml Aftershave	£12.25
Giorgio 50ml Aftershave	£5.99
Kouros 100ml Aftershave	£14.99
Chloe 50ml edt spray	£12.99
Giorgio Red 50ml edt spray	£14.99
Paloma Picasso 50ml edt spray	£22.99

FILMS

Kodak Gold 11 100 135-24	£1.75
Kodak Gold 11 200 135-24	£1.90

ALL IN STOCK

24HR DELIVERY

**CALL FREE
0800 21 29 62**

F R E E M A N
P H A R M A C E U T I C A L S

FREEPOST LS 5035, Harrogate,
North Yorkshire HG3 1BR
Fax: 0423 880105

SPECIAL OFFERS

FRAGRANCE SPECIAL OFFERS

AUGUST 1992

(Minimum quantity for special offer price is 3)

M.R.P.	PRODUCT	NORMAL PRICE	SPECIAL PRICE
17 95	Anais Anais 30ml EDT Spray	9 50	8 75
	BUY 10 +		8 50
24 00	Amarige 50ml EDT Spray	21 50	19 95
27 50	Aromatics Elixir 25ml Spray	18 75	15 75
11 75	Cachet 41ml EDT Spray	6 35	3 95
31 50	Giorgio 60ml EDT Spray	19 99	16 50
31 70	Worth Je Reviens Perfume Spray 8ml	5 75	4 00
14 30	Worth Je Reviens Body Veil Lotion	2 50	1 60
18 90	Worth Je Reviens Cologne 60ml	4 75	3 50
10 25	Worth Je Reviens Deodorant 100ml	3 50	2 75
6 64	Worth Je Reviens Soap in Case	1 60	1 00
	Knowing 15ml EDP Spray	14 65	13 90
33 00	Opium 36ml EDT Spray	20 55	16 50
9 50	Panache 25ml PDT Spray (unboxed)	1 80	1 50
12 95	Panache 50ml PDT Spray (unboxed)	3 25	2 50
23 50	Paris 50ml EDT Spray	16 65	14 95
10 15	Royal Secret 15ml EDT Spray (unboxed)	2 00	1 75
15 05	Tabu Cologne Spray 100ml	3 50	3 00
10 50	Youth Dew 15ml EDP Spray	8 50	7 50
29 75	Ysatis 50ml EDT Spray	17 55	16 50

MENS

16 86	Boss 50ml Aftershave	10 99	9 99
16 75	Boss 50ml Aftershave Sport	10 99	9 99
14 30	Givenchy Gents 60ml Aftershave	8 65	7 50
3 06	Insignia 50ml Cologne	3 25	1 10
4 60	Insignia 100ml Cologne	2 95	1 60
6 65	Mandate Pre Electric Shave 50ml	1 80	1 60
5 62	Old Spice 150ml Aftershave	3 30	2 75
17 75	Paco Rabanne 75ml Sport	9 99	7 50
15 95	Quorum 50ml Aftershave Spray	9 35	7 75
20 45	Worth Pour Homme 100ml A/Shave Spray	7 00	5 50
6 65	Worth Pour Homme 75g Soap (boxed)	1 60	1 00
5 99	Worth Pour Homme 150g Shave Foam	1 60	1 00
15 50	YSL Y Pour Homme 60ml Aftershave	10 80	9 95



D.E. Pharmaceuticals

DERWENT HOUSE, PRUDHOE STATION, PRUDHOE-ON-TYNE,
NORTHUMBERLAND, NE42 6NP
ORDERS: TEL: 0661 835755. FAX: 0661 835839
ADMINISTRATION: TEL: 0661 852253
FAX: 0661-853986

Europarm

CHEMEX: STAND G5. DON'T MISS US!

FREE PHONE
SOUTHERN 0800 525381

**SOUTHERN OFFICE OPEN FROM 8am TO 8pm.
MONDAY-FRIDAY**

**Ladysave House • Dominion Way
Worthing • West Sussex BN14 8NW
Tel: (0903) 213303 Fax: (0903) 203255**



Our baby products are safe for the most tender skins and we believe are second to none.

SCR FOR CRADLECAP is an effective treatment for this unsightly ailment. It is a cream which is applied to the scalp and rinsed off. Not a shampoo.

SNUFFLEBABE BABY CHEST RUB. It can be used safely on the youngest of babes. Does not contain camphor. Rubbing a baby's skin helps to develop the bond between parent and child.

If you would like more information etc, please contact:

Pickles & Sons

Regd. Office: Beech House,
62, High Street, Knaresborough,
North Yorkshire HG5 0EA.
Telephone: (0423) 867314

STOCK WANTED

WANTED

Old Chemist Shop fittings in mahogany.
Complete shop interiors purchased.
Drug runs, bow cabinets etc.

We try hardest, travel furthest, pay more.
Tel: 0533 515460. Eves. 515488 — Fax: 623847

TRADEMARKS

The Trade Mark set out below was assigned on;
13th February 1992.

by; CH BOEHRINGER SOHN (GERMANY).
D-6507-INGELHEIM AM RHEIN, GERMANY.

To: BOEHRINGER INGELHEIM KG.
D-6507-INGELHEIM AM RHEIN, GERMANY.

WITHOUT THE GOODWILL OF THE BUSINESS IN THE
GOODS FOR WHICH THE TRADE MARK IS REGISTERED.

Trade Mark No; Mark;	Goods Specification;
999121	ATROVENT Pharmaceutical, veterinary and sanitary preparations and substances; medical and surgical plasters; material prepared for bandaging; disinfectants and antiseptics; and preparations for killing weeds and destroying vermin.

Businesslink

A FREE Service for Chemist & Druggist Subscribers

PHARMACIST MANAGERS

WEST GLAMORGAN – Enthusiastic pharmacist wanted by progressive independent. Salary/hours etc all negotiable. Luxury flat available if required. Tel: 0639 842102.

BURNLEY, LANCS – Pharmacist wanted for community pharmacy. Accommodation available. Tel: 0282 25860 (day) 0282 33967 (eve).

LOCUMS

BURNLEY, LANCS – Locum for Saturday morning and one other day on a regular basis. Tel: 0282 25860 (day) or 0282 33967 (eve).

WARE, HERTS – Locum required. Tel: 0920 469823.

OLD TRAFFORD, MANCHESTER – Locum required for half or full Saturdays, every week or alternate weeks considered. Tel: 061-872 1121.

PHARMACY ASSISTANTS

SE LONDON/LEWISHAM AREA – Part time dispensing/shop assistants required. Tel: 081-692 2823.

HOOK, SURREY – Full time dispensing assistant required. Tel: 081-397 3793.

SITUATIONS WANTED

ESSEX, LONDON, SUFFOLK – Community pharmacist available Saturdays (£12/hr) and evenings (£13/hr). Tel: 0255 672845 (work) 0255 676626 (home) or 081-989 4371.

KINGSTON/SE-CENTRAL LONDON – Experienced locum pharmacist available from October 1. Tel: 081-541 3921.

ANY TIME, ANY PLACE, ANYWHERE within 60 miles of Wellingborough (Northants). Reliable friendly hardworking pharmacist available for long or short term locums. Tel: 0933 228216.

SE LONDON/KENT AREAS – Experienced locum available. Tel: 0322 276783.

LEICESTER/COVENTRY AREAS – Ex-proprietor locum pharmacist available. Tel: Mr Akhtar on 0533 544437.

SOUTHAMPTON AREA – Booking w/c November 2 and odd days in December. Rate £11/hr. Tel: 0794 68935.

SE OR SW LONDON – Locum available from September 17. Long/short term or regular. Also weekends. Tel: 081-659 2135.

LEEDS AND YORKSHIRE – Ex-proprietor, hard working and highly experienced in all aspects of retail pharmacy, available on a Monday to Friday basis. No weekends. Tel: Clive Caplan on 0532 675673.

CLEVELAND – N Yorkshire/Co. Durham. Experienced locum has some dates free September/October. Tel: 0833 40919 or 0831 316249 (mobile).

NE LONDON/Greater London area. Experienced pharmacist available for locum Saturdays. Long term and permanent post. Contact Andrew Mortara on 081-888 2851.

SE LONDON – Experienced locum seeks regular evening and weekend work. Also available for some full days in September. Contact Gary Peters on 081-677 8304 after 8pm.

BUSINESSES FOR SALE

RENTAL INVESTMENT FOR SALE – Investment rental income only in Surrey. Lock-up chemist business. Long leasehold, current rent £6832, review early 1993 and three yearly. Offers invited. Apply to 300 London Road, Croydon, Surrey CR0 2TG.

BUSINESSES WANTED

TOWN CENTRE PHARMACY wanted. Anywhere in UK considered. Tel: 0836 618173.

EXCESS STOCK

TRADE LESS 50% – 30 Asendis 50mg; 20 Aventyl 25mg; 30 Betaloc SA; 35 Bolvidon 30mg; 73 Bolvidon 20mg. Tel: 081-521 5471 (amended number).

TRADE LESS 50%+POSTAGE – Hollister 3313 3 x 7469, 1 x 7723, 3 x 3142, 1 x 7215; Surgicare 8 x 10 S355, 1 x 20 S290. Tel: 0429 820313.

TRADE LESS 50%+VAT+POSTAGE – 2 x 100 tabs Celance 1000mcg. Tel: 061-881 1850.

4 X 30 MEGACE 160MG – 1 x 100 Cardene 30mg caps; 1 x complete Ventodisks 400mcg. Trade less 50%+VAT+postage. Tel: 081-958 7137.

LESS 50%+VAT+POSTAGE – 3 x 10 Tegaserb 10cm x 12cm; 2 x 10g Iodosorb ointment; 25 Picolax sachets; 150 Plaquenil 200mg. Tel: 021-558 8837.

ZOFTRAN TABLETS 8mg 1 x 30 (exp 3/93). Trade less 25% +VAT. Tel: 0285 651431.

TRADE LESS 40%+VAT – 100 Cortisyl 25mg (exp 7/96); 167 Mycardol 30mg (exp 5/93); 5 Hydrocortistab 25mg/ml (exp 10/94). Tel: 0386 446244.

TRADE LESS 50%+VAT – 80 x Ahythmol 150mg; 78 x Loxapac 25mg. Tel: 0705 663945.

380 TRASICOR 160MG (exp 10/95); 42 Tritace 2.5mg (exp 2/93); 140 Sotacor 80mg (exp 6/95); 74 Questran A sachets (exp 8/93). Trade less 40%+VAT. Tel: 0243 863090.

TRADE LESS 30%+VAT+POSTAGE – 102 Rifinah 300; 130 Provera 200mg; 100 Madopar 125mg dispersible; 190 Trental; 110 Droleptan; 156 Cyprostat 50mg. Tel: 0708 856627.

TRADE LESS 40%+VAT – 156 Cordilox 120mg (exp 7/94); 34 Aldactone 100mg (exp 2/94); 54 Sulplitil 200mg (exp 8/96). Tel: 0386 446244.

TRADE LESS 40%+VAT+POSTAGE – 40 One-alpha 1mcg; 150 Ronicol Timespan; 250 Sustac 6.4mg; 300 Voltarol 25mg; 80 Broxil; 64 Talpen; 45 Suprax. Tel: 0223 246535.

TRADE LESS 30%+VAT+POSTAGE – 112 Sotacor 160mg; 178 Hypovase 5mg; 234 Praxilene; 100 Stelazine 1mg; 100 Lasix 500mg; 13 Sectral 400mg; 90 Zyloric 300mg; 68 Cyprostat; 96 Sulplitil. Tel: 0533 832140 or 0533 772560.

TRADE LESS 50%+VAT+POSTAGE – 13 amps Depixol Conc 100mg (exp 11/92); 40 amps Sod Chlor Injs; 100 Sinemet-275. Tel: 051-722 1944.

TRADE LESS 50%+VAT+POSTAGE – 48 Hollister D3956 7300; 30 x D953 1433; 60 x F375 3538; 40 x A377 7463; 60 x D030 3224; 30 x D383 7036; 1 x 30 Coloplast MC2000 5940. Tel: 081-858 0443.

ALL UNWANTED ETHICALS required, eg Drogeil, Sabril Eldepryl. All items bought at C&D prices less 30%. Tel: 081-882 1646 for further details.

TRADE LESS 50% – Convatec 45mm 10 pouches, flange size S302 x 23 boxes and Lanoxin 8 x 60ml (exp 2/94). Tel: 081-969 1483.

PANCREASE CAPSULES – 4 X 100 (exp 10/92) less 20%+VAT+postage; 12 x 100 (exp 3/93) less 15%+VAT+postage. Tel: 051-489 5817.

TRADE LESS 40%+VAT+POSTAGE – 100 Baxan 500mg (exp 2/93); 4 x 28 Hytrin 10mg (exp 3/93). Tel: 07715 204.

FOR SALE

ALFA ROMEO 33 cloverleaf 1-7, 17,000 miles G Reg, alarmed, Blaupunkt radio cassette. FSH. £4,800 ono. Tel: 071-222 1828.

NOMAD 16 lockable cassette carrier. Never been used. Trade less 20%+VAT+postage. Tel: 0443 690226.

CRYSTAL GLASSES – Royal Doulton 'Diane style', 6 each wine, sherry, whisky, champagne. New and boxed in pairs. £200 or will split. Tel: 071-284 0010.

WANG 386 SX16MHZ MB 80 computer with VGA colour monitor, mouse, DOS5, Windows 3.1 and other software loaded. £550+VAT. Tel: 0708 740196.

TVR CONVERTIBLE 2.8s 1987, 14,000 miles. One lady owner. Leather interior. Arabian Blue. Mohair hood. Excellent condition. Reg No. E891TVR. £11,500. Tel: 0625 531222.

CLASSIC 1965 Mercedes 280SL. Pagoda roof, silver. Blue chip investment. £5,995. Tel: 0273 671207.

DAIHATSU Sportrack EL 1.6, 16 valve. G Reg, red/silver. 15,000 miles. One lady owner. MOT Aug 1993. Taxed. Full service history. Tel: 0252 873314 after 7pm.

ACCOMMODATION

OFFICE AVAILABLE – Ideal for medical staff agency. Close to medial professionals in main London area. Tel: 071-723 5539.

SOUTH HARROW/NORTHOLT – Large 2 bedroomed fully furnished flat to let, close to bus, tube, British Rail and motorway. Would suit up to four people sharing. Tel: 0934 733230 (day) 0934 733319 (eve).

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.

EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname.....

First names.....

Address.....

..... Postcode

Personal RPSGB Registration number

Telephone number.....

Proposed advertisement copy (maximum 30 words)

.....

.....

.....

.....

To be included under section Heading

Signed Date

Aboutpeople

A celebration of 50 years service

Mrs Marion Hodges' 50 years of loyal service at Paydens Chemist (formerly Collins Cash Chemist) was celebrated by around 30 staff and ex-staff of the pharmacy at a surprise celebration dinner in the Coach House Restaurant, Godstone, Surrey.

Mrs Hodges (née Spicer) was born in Caterham and has lived and worked there all her life. At the age of 14 she went straight from school to work in Collins Cash Chemist, which was then in the High Street. Mr T.C. Collins took Marion under his wing and trained her in all aspects of pharmacy shop work.

She was also sent on several beauty courses, run by large cosmetic houses such as Yardley and Elizabeth Arden. In later years she moved into the dispensary, assisting the pharmacist and learning all aspects of making up

prescriptions.

In 1978, Mr Collins retired and sold his business to Mr Dennis Pay of Paydens Ltd who kept on all the old Collins staff. He changed the shop name to "Paydens", and moved to a bigger

premises in Raglan Precinct, where Marion is still works today.

A set of two limited edition prints of Brunswick Square and Bloomsbury Square, and a bouquet were presented to Mrs Hodges by Mr Pay.



JRC under study

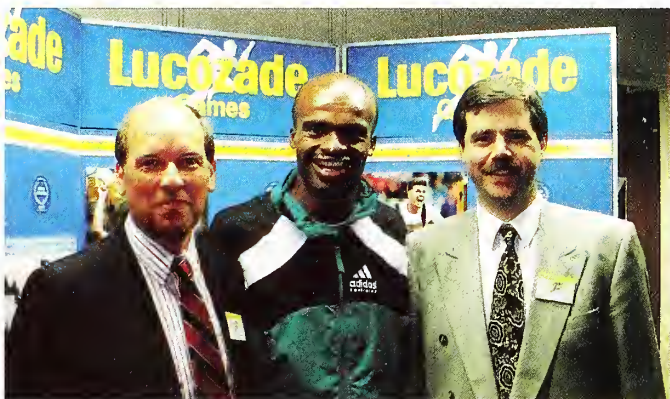
Pharmacist Kevin Sidebottom is to carry out an in-depth study of John Richardson Computers as part of his MBA course at the University of Bradford.

He will use a questionnaire to discover what level of service pharmacists expect from computer systems companies and what they feel they are getting from JRC.

He will also undertake an analysis from within JRC to establish what the company feels pharmacists want and the suitability of their current practices.

Kevin, aged 35, has 13 years of management experience, covering commercial and public service sectors at home and overseas. Once the subject for his thesis was decided, he approached JRC as their customer base was large enough to make the results credible.

"If a shortfall in service is discovered, the research will be able to pinpoint areas that require improvement," he explains. "Should the analysis prove favourable, then I will be able to highlight the reasons why, which will give JRC a platform from which to make further improvements in the future."



Kriss Akabusi, Olympic bronze medallist in the 400m hurdles (centre) at the Lucozade Games in Sheffield last month with Paul Aspinall (left) of AAH Pharmaceuticals and Andy Armstrong, marketing director of Smithkline Beecham Drinks UK.

Welsh PGEC election results

Mike Pollard has been re-elected chairman of the Welsh Committee for Postgraduate Pharmaceutical Education for 1992-95. Mr Pollard, principal pharmacist at the Maelor Hospital in Wrexham, served as chairman for the past three year term. Ian Phillips, a proprietor pharmacist in Cardiff and a new member of the committee, has been elected vice-chairman.

Other new members of the committee are: Darrell Baker, senior teacher/practitioner, University Hospital of Wales and

the Welsh School of Pharmacy; Sarah Cockbill, Surgical Dressings Unit, the Welsh School of Pharmacy; David Morgan, chief administrative pharmaceutical officer, Clwyd Health Authority and Clwyd FHSA, and Marion Rawlings, community pharmacist.

The remaining committee members are: Dr Anthony Armstrong and Professor Paul Spencer, both of the Welsh School of Pharmacy; and Carwen Wynne-Howells, principal pharmacist, Withybush Hospital.

APPOINTMENTS

Educational pharmacist joins CPP



Sheila Woodcock

The College of Pharmacy Practice has appointed **Sheila Woodcock** as the educational pharmacist to work on the "Visiting the Housebound" project under the direction of the management team. Mrs Woodcock has wide experience in both the hospital and community branches of pharmacy, has been involved in community service work and is "dedicated to seeing pharmacy as part of the whole picture of health".

Merieux Ltd have promoted **Dr Kevin Bryett** to the position of managing director.

Lifepan Products have appointed **Paul Carroll** as their area sales manager for Scotland and the North East and Northern Ireland.

George Wallace has been appointed divisional director of NCR's retail systems division.

Graham Jackson has been promoted to Agfa's consumer sales manager. **Paul Henry** has been appointed to the Agfa consumer sales team, with responsibility for sales in parts of London, Kent, Sussex and Essex.

Dr Ron Mann has been appointed executive medical director of VAMP Research. The new business development manager at the company is **Michael Carter**. VAMP have appointed **Christine Schwets** as marketing executive and **John Armstrong** as drug safety officer.

The Beauty of Chemex

13 & 14 SEPT 1992—WEMBLEY EXHIBITION CENTRE, LONDON



The Beauty Industry is forging ahead in the 1990's, so a trip to **CHEMEX** will make sure that you don't get left behind...

Retailer, buyer, specifier....whatever your position or interest, **CHEMEX** brings together all aspects of the industry, under one roof.

If it's in the pharmacy ..

.. then it'll be at CHEMEX

- Cosmetics
- Skincare
- Toiletries
- Haircare
- Fine Fragrances

And don't forget ..

- Makeover Demonstrations
- Manicure Demonstrations
- New Product Launches

Plus

Hundreds of SHOW ONLY offers and promotions.

The chance to WIN a fabulous holiday to China.

That's why CHEMEX ..

Telephone 081-302 7215 or complete and return the coupon below for your complimentary ticket.

CHEMEX
EXHIBITION



Sponsored by

**CHEMIST &
DRUGGIST**

Please send me free tickets for Chemex.

Name

Company

Address

Postcode

Please complete and return to: Chemex, MGB Exhibitions Ltd,
Marlowe House, 109 Station Road, Sidecup, Kent, DA15 7ET.

13 & 14 September 1992

SOOTHE AWAY SORE THROATS

SUGAR-FREE

Labosept
pastilles

(Dequalinium Chloride B.P.
250 micrograms per pastille)

Long acting
relief for mouth
and throat infections



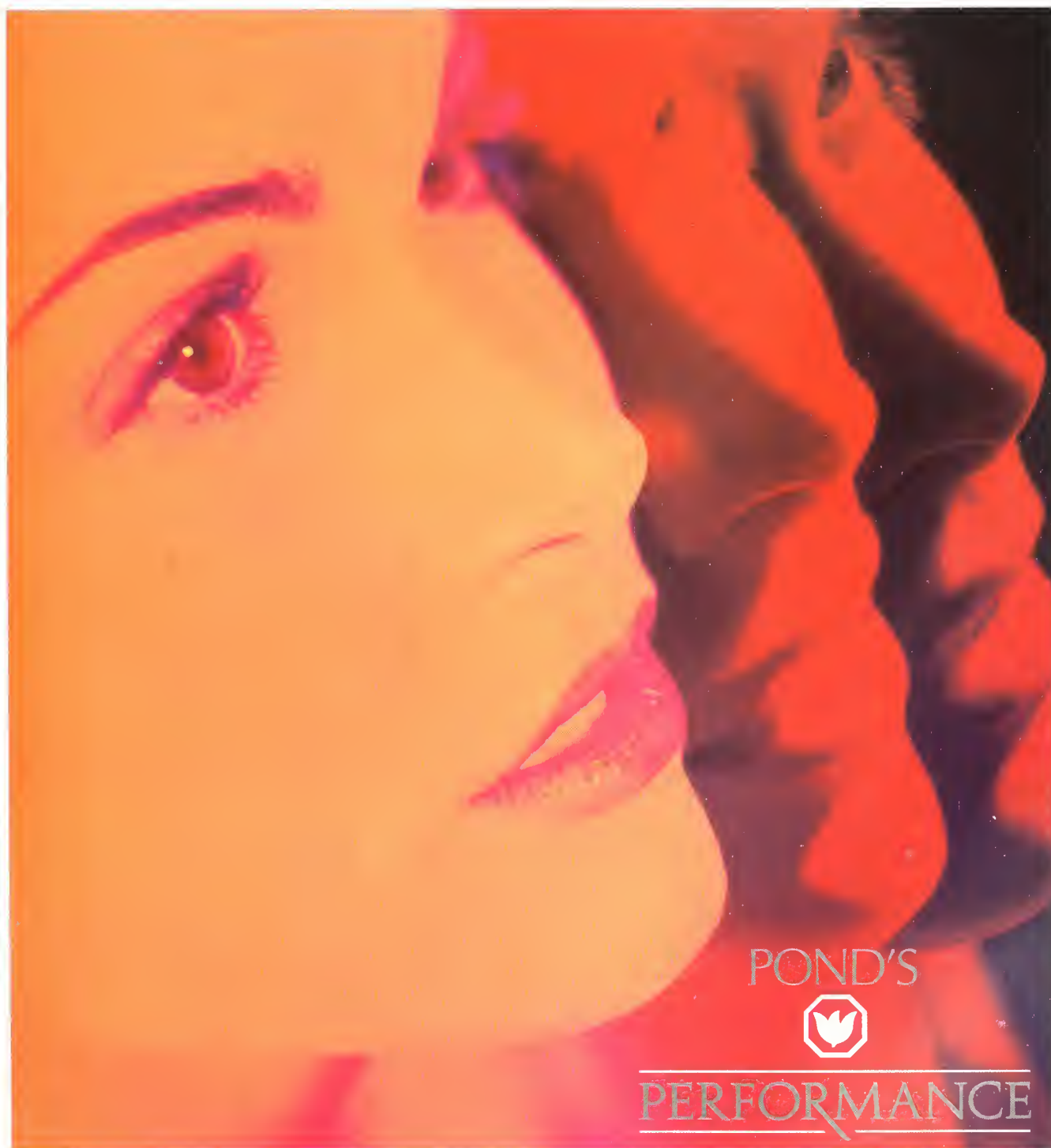
Laboratories for Applied Biology Ltd
91 Amhurst Park, London N16 5DR
Telephone 01-800 2252




CHEMEX PREVIEW

A Chemist & Druggist supplement

September 5, 1992



POND'S



PERFORMANCE

When counter space is at a premium

Is what's going on, coming off?

TANDEX
A Bay & Vissing product

RRP
£1.29



- ❑ **Ingenious 'Active Selling Unit'** designed to capitalise on precious counter space.
- ❑ **Products Endorsed by** International Dentists and Hygienists
- ❑ **Eye Catching Display Promotes** the Impulse Sale
- ❑ **Fashionable Attractive Range of Brilliant Colours**
- ❑ **Innovative In-built Toothbrush Heads Aid Texture Choice**
- ❑ **Professional Quality** Toothbrushes at a Fair Price

TANDEX

Dental Hygienius

Distributed by:
The Jenks Group

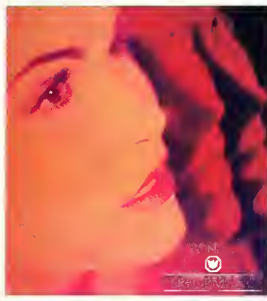
SWORD HOUSE · TOTTERIDGE ROAD · HIGH WYCOMBE · BUCKS HP13 6DP
TELEPHONE 0494 442446 · FACSIMILE 0494 534430/534440

VISIT US ON
STAND
C2



13-14 SEPTEMBER 1992
WEMBLEY EXHIBITION
CENTRE - WEMBLEY
LONDON

CHEMEX PREVIEW



The recently-launched Pond's Performance triple-action moisturisers are featured on stand C27, where visitors have the chance to win a sunshine holiday.

CONTENTS

Floor plan

Plan your way around the show Page 5

Stand index

An alphabetical listing of exhibitors and their stands Page 6

Make the news with C&D

Prizes galore as we show how a magazine is put together Page 10

First and foremost

Product launches at the show Page 16

Special offers

Incentives and special deals for visitors Page 22

How to get there

Wembley Exhibition Centre is easily reached by road, rail and air and offers parking for 5,000 cars. The M25, M40 and M1 motorways are nearby and British Rail provide regular services from Euston to Wembley Central and from Marylebone to Wembley Stadium.

By underground, Wembley Park is only 12 minutes from Baker Street on the Metropolitan and Jubilee lines.

Courtesy buses will take visitors to the centre from Wembley Park and Wembley Central stations. A special coach service will be provided to bring visitors from major cities such as Manchester and Leeds.

Introduction

Chemex is celebrating its tenth anniversary with the usual magnificent array of product launches and show-only deals that are a well-established feature of this major event in the pharmacy calendar.

As last year, Wembley Exhibition Centre is the venue and the show is open from 10am-7pm on Sunday, September 13, 10am-5pm on Monday, September 14.

Nearly 200 exhibitors are

expected, including several newcomers. All sectors of the industry will be represented, from pharmaceutical giants to photographic companies, from beauty to business equipment, and you will be able to win enough champagne to keep you afloat for a week, not to mention trips to China, video cameras, sunshine holidays, weekend breaks and free orders.

Once again, Chemex is being

organised by MGB Exhibitions and sponsored by C&D. Free tickets are being issued to the trade; for further supplies telephone 081-302 7215.

Catering and rest facilities have been improved and, because the number of overseas visitors is increasing, translators will be on hand to ease business. Children under 16 are not allowed into the exhibition but supervised play areas will be set up to keep them happy.

CAN YOU STAND THE HERO CHALLENGE?



Come to Stand J52 at Chemex and enjoy the 1991 high-tech 'Hero Challenge' – a thrilling four minute 'virtual reality' journey through crashing waterfalls and futuristic mazes.

Then, with your feet back firmly on the ground, visit Stand C27 to share in the magic of Elida Gibbs. There'll be give-aways and competitions to enter (for a start, every order placed at Chemex will bring the chance of a sub-drenched fortnight's holiday for two).

And don't miss some exciting new product developments in skin care and hair care, shown alongside established brand leaders like Lynx and Impulse. Plus Timotei, Vaseline Intensive Care, Cream Silk, Brut and many other profitable favourites.

So, if you are coming to Chemex, make a point of visiting Stand C27 for toiletries with that touch of magic.



ELIDA GIBBS
LEADERS IN PERSONAL CARE

Win a mini TV or CD with E45 – the brand that goes from strength to strength



Visit the exhibition stand of Britain's leading healthcare company and win yourself a Casio mini colour television or Panasonic portable CD player

All have to do is answer three easy questions based on the information below, and hand your entry form in at Crookes Healthcare's stand on the day.

Crookes Healthcare is famous for its market leaders, and top names include the E45 range, Nurofen, Farley's and Optrex.

Cream E45 is the best selling branded emollient on the market, and has been a trusted household name for more than 36 years.

The brand's efficacy is proven by the many health professionals who recommend it, and over the years it has built up a huge loyal following of users for both medical and toiletry reasons. Because of its dual positioning it has a place in most sectors of the skin care market increasing sales and profit.

Cream E45 is free from perfume, and is suitable for all members of the family with dry, irritated or sensitive skin. And since the launch of its hypo-allergenic lanolin formulation in May, Cream E45 has got even more going for it.

Complementing the work of Cream E45 are Wash and Bath E45, and independent research shows that when the range is displayed together on shelf, sales increase by at least 10 per cent.

One in five (11 million) people in Britain, suffer from some form of dry skin, and with the cold wintry weather deteriorating skin conditions further, you can be assured sales of the E45 range and your profits will continue to soar.

The competition.

1. When were 1% hydrocortisone creams deregulated from POM to P?

a) 1978 ☐ b) 1987 ☐ c) 1990 ☐

2. In which decade was Cream E45 introduced

a) 1980s ☐ b) 1950s ☐ c) 1960s ☐

2. Which E45 product was reformulated in May of this year?

a) Sun E45 ☐ b) Cream E45 ☐ c) Wash E45 ☐

The rules.

1. All entries become the property of Crookes Healthcare
2. The competition is not open to employees of Crookes Healthcare or United Newspapers, their families or the companies agencies.

3. Entries received after the closing date 30th September 1992 will not be accepted.

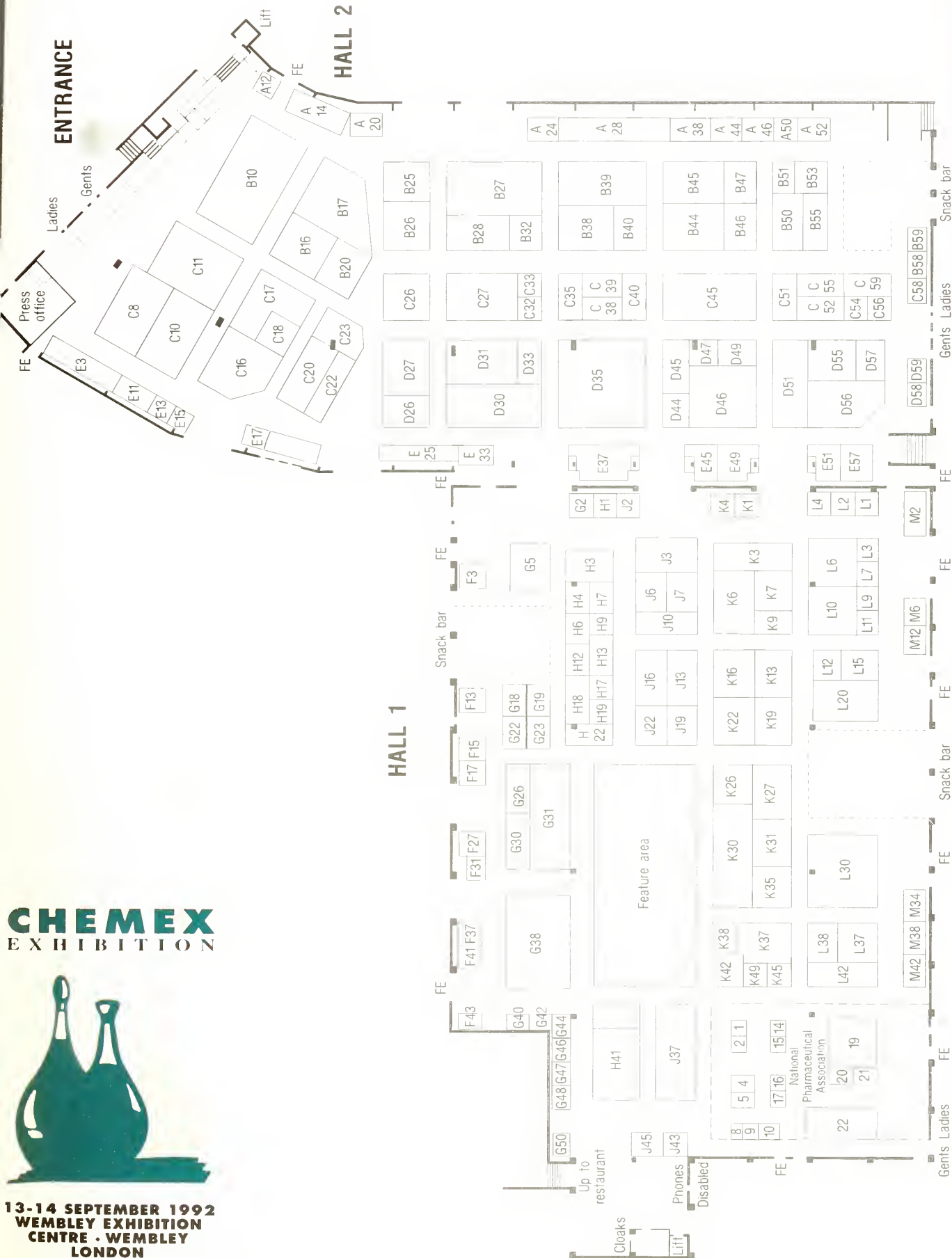
4. The Editors decision is final and no correspondence will be entered into.

Name _____

Pharmacy _____

Address _____

Tel: _____



EXHIBITORS

Company

* Denotes product launch

AI Pharmaceuticals
 * AAH Pharmaceuticals Ltd
 Adam Business Systems
 Agfa Films
 * Allergan Optical
 Ambiance International
 * Ameuro Products Ltd
 Anglo European Health
 APS/Berk
Barclay Enterprise
 Bay & Vissing (UK) Ltd
 Beauty Counter
 Bioconcepts Ltd
 Biotex
 Body Naturalle
 Brita (UK)
 E.T. Browne Drug Co Inc
 Buy Direct
Cadbury
 Camera Holdings
 Canon UK Ltd
 Celsius
 Chancellor Group
 * Channel Pharmacy Systems Ltd
 * Chattem (UK) Ltd
 Chemist & Druggist
 Chemtec Systems Ltd
 Ciba Vision
 * Claydon Creations Ltd

Stand

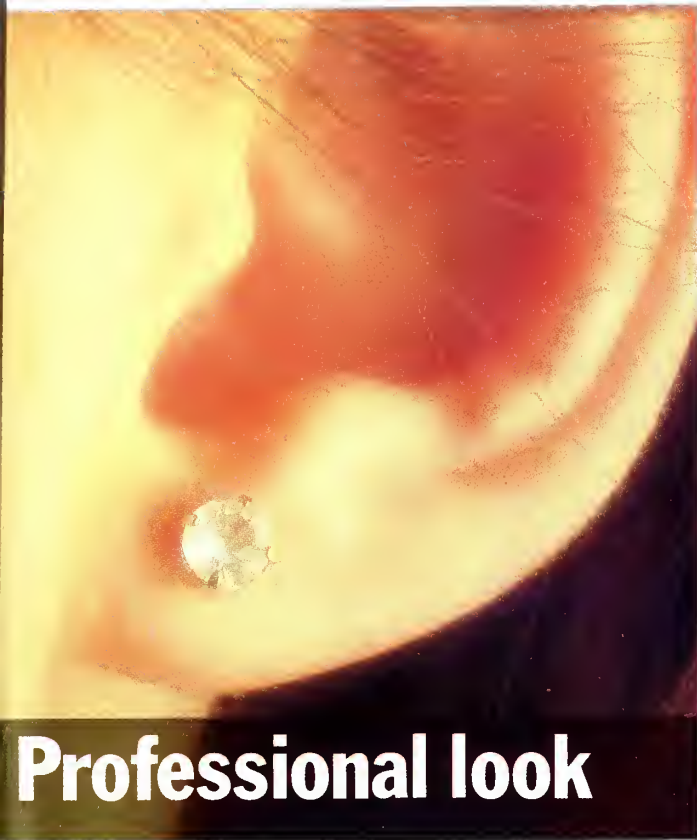
E15
D30
E33
C16
K35
D49
H12
NPA11
B17
G30
C20
G38
K42
C16
H7
C22
J16
K9
B25
NPA20
NPA5
C16
L11
C35
B55
C8
L30
L39
E25

Colebrand Ltd
 * Collection 2000
 Colorama
 Community Pharmacy
 Complex Homoeopathy (Bolton) Ltd
 * Cooper, James
 * Cosmetics International Group
 Cow & Gate Ltd
 * Crave Away
 Creighton's Naturally Plc
 Crescent Installations
 Crookes Healthcare Ltd
 Cupal Ltd
Denward Manufacturing
 * Direct Perception Ltd
 DMC Creative World Ltd
 * Dollycare (Cosby) Ltd
 Doncaster Pharmaceuticals Group Ltd
 Dorling Kindersley Publishers Ltd
 Dream Nails Ltd
 * **Elida Gibbs Ltd**
 Encyclopaedia Britannica
 English Grains Healthcare
 Eurochem Ltd
 Europharm
 Everlasting Cigarette Co
 * Evolution 2 Ltd
Fairscan Ltd
 Farmitalia Carlo Erba
 Faylite Signs
 Finders International Ltd
 Fine Fragrances & Cosmetics Ltd
 Fotostop Express
 * Fragrant Memories Ltd
 * William Freeman Ltd
 Freestyle
 Fuji Photo Film (UK) Ltd
GAP Research Co Ltd
 * Geller Business Machines
 Gemma Shopfitting Systems
 M.S. George
 Gibaud
 Giftware Direct
 * Giorgio J (UK) Ltd
 Gordonprint
 Grafton International
 * Gretag Imaging
H+H System
 Hadley Hutt Computing Ltd
 Healthcrafts Ltd
 Hermes Sweeteners
 * Huwil Werk GmbH
ICI Pharma UK
 Inpace Ltd
 Inphormed
 * Inverness (UK) Ltd
 * **Jackel International**
 Ernest Jackson & Co Ltd
 * Jenks Group
 * Jeyes Ltd
 * Jica Beauty Products Ltd
 Jones Packaging
Kabi Pharmacia
 * Russ Kalvin's Haircare Co Ltd
 Kent Cosmetics Ltd
 G.B. Kent & Sons Plc
 Kirby Devon Ltd
 Kodak Ltd
 Kryolan GmbH
Lagap Pharmaceuticals
 * Lait General Medical Ltd
 * Laughton & Sons Ltd
 Leyland & Birmingham Rubber Co
 Linco Impex
 * Kitty Little Group Plc
Macdonald & Taylor

E17
D44
C23
G38
L2
A46
A40
B40
H9
B50
NPA19
D35
B20
NPA17
A12
E19
L1
C17/C19
NPA14
J16
C27, J52
H6
K22
D46
G5
F31
F15
B45
K38
NPA2
G22
B32
L6
E49
B47
H3
K31
E13
NPA4
B58
J19
H13
NPA8
B39
NPA7
F27
G19
NPA21
J3
J37
C16
G2
C38
A50
F3
L4
K19, K27
J6
C16, C18
K7
H19
A240
K45
F37
E45
D47
NPA16
B10
C55
B27
E51
C10
J19
C52
C51
J19

Maddox Health & Beauty
 Masterspare Ltd
 Mavala (UK) Ltd
 * Max Factor
 MDS: Monitored Dosage System
 Medielite Plc
 Miles Group
 Milupa Ltd
 * Montagne Jeunesse
 Murray, Paul
Napp Laboratories Ltd
 National Pharmaceutical Association
 * Natural Way
 Nelson, A. & Co Ltd
 Newton Consumer Products
 * Noritsu (UK) Ltd
Ochem Ltd
 Opal Products
 Original Additions
Pharmaceutical Journal
 Pharmacy Practice Research Resource
 Centre
 Pharmacy Today
 Pharmadass Ltd
 Pinewood Healthcare
 Pizazz Sport International
 Point of Sale Centre
 Polaroid UK Ltd
 Polyfarma Ltd (formerly Eurimpharm)
 Potters (Herbal Supplies) Ltd
 Precisa Balances Ltd
 * Procter & Gamble
 Proprietary Articles Trade Association
 Provincial Pharmacy Services
Readingspecs Co
 Readyspex Ltd
 Regina Health Ltd
 Rhône Poulenc Rorer
 John Richardson Computers Ltd
 Rimmel International
 Jerome Russell Cosmetics Ltd
 * **Sabre Medical Division**
 Shoreblue Ltd
 Sibbald Sales Ltd
 * Simpkin, A.L. & Co Ltd
 Simple Software
 Sirel
 Smithkline Beecham
 * Spectrum Consumer Products
 SRS Enterprise Ltd
 * Starion Cosmetics Ltd
 Sterling Health
 Sterwin Medicines
 * Surgichem
 Swaddlers
Tandex
 Tarrashourne Ltd
 * Tisserand - Aromatherapy Products Ltd
 Torbet Laboratories
 * Typharm Ltd
Velamints
 * Venalink
 Vetchem
 * Vitabiotics
Wassen
 * Watkin Optical Group
 Waymade Plc
 Waymaster Ltd
 Weleda (UK) Ltd
 * Wellcome Foundation
 Whitehall Laboratories
 Wilkinson Sword Ltd
 Windsor Healthcare Ltd
 Wrigley Co Ltd
Yardley Lenthier Group
 Zaf Ltd

H17
H1
C26
K26
G26
A28
J19
J7
A14
B16
E11
NPA22
M6
E3
B51
K13
H18
G23
D51
L20
M12
M42
K4
C39
J16
C56
L10
C32
C40
NPA1
K30
NPA15
L42
C59
A20
L38
B46
C11
B28
J16
K1
B59
NPA9
G18
G31
F17
C45
J16
K49
B26
B10
A38
B53
C16
C16
B38
D33
J2
H22
C16
M34
NPA10
H37
C16
C33
K16
J22
A52
J10
B44
E37
D26
L12
K6
D27



Professional look

Professional Service

100% margin, 100% professional.

More and more people are turning to their chemist for ear piercing.

The reason is simple – confidence. It's a personal service and most people feel secure in the hands of a professional working in a clinical environment.

Similarly those who know the service feel more confident with the Inverness System which is universally considered the best.

The Inverness System is fast, comfortable and totally without risk, you or anyone in your pharmacy can easily perform the Service in under 5 minutes without any discomfort to the customer whatsoever – and it's profitable.

Fully Approved

The Inverness System is Health Authority approved as being 100% sterile before, during and after the piercing. All items that come into contact with the customer are disposable so there is no system preparation necessary – it really is fast and convenient.

Many chemists already find offering the Inverness Service is extremely profitable. It costs very little to start up and with piercing being charged at

up to £25 it is proving a worthwhile addition to their business.

Inverness is the world's leading ear piercing system manufacturer. You can be assured of the fullest support, including attractive point-of-sale display and next day despatch of stock.

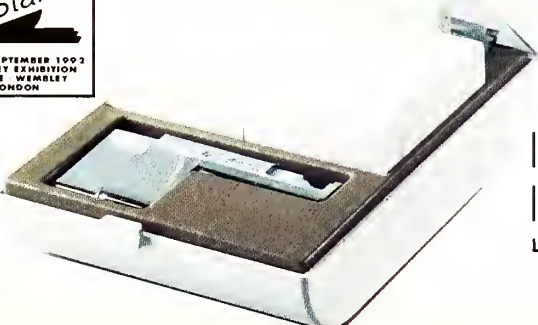
If you're new to ear piercing and would like to know just how easy and

profitable the service can be, just pick up the 'phone and call us FREE on 0800 525307 or see us at Chemex, Stand L4.

POST THE COUPON NOW AND TAKE ADVANTAGE OF OUR NEW CUSTOMER 'GET YOU STARTED PACK'

THE WORLD'S LEADING SYSTEM

EAR PIERCING



Send me full details by return please.

To: Inverness UK Ltd., 21 Broadway, Maidenhead, Berks SL6 1JK.
Tel: (0628) 776217

Name

Company

Address

.....

.....

Tel.

☐ New Customer ☐ Existing Customer

The Inverness System is supplied complete, no training is necessary although full instructions are provided. Counselling can be provided if requested. Inverness offer the largest selection of fashionable piercing earrings in the retail price range of £5 - £25 together with full 'Point of Sale' support to enable you to maximise the effectiveness of your New Service.

START-UP OFFER



ALLERGAN OPTICAL

Market leading 45% share in the £91 million (RSP) lens care market.¹

Market leader in pharmacy with an even more impressive 50% share.²

Fastest growing and quickest selling lens care products in pharmacy.²

The widest choice of lens care products in the United Kingdom.

Now with a fully dedicated team of sales representatives working exclusively within Pharmacy.

MARKET LEADING CONTACT LENS CARE



**ALLERGAN
EYE CARE**



IF YOU WANT TO KNOW MORE ABOUT THE FASTEST
SELLING LENS CARE PRODUCTS IN PHARMACY OR WOULD
LIKE TO SEE ONE OF OUR REPRESENTATIVES.

CALL THE ALLERGAN HOTLINE ON
0494 427050
NOW!

ACT LENS CARE FROM³
IN OPTICAL
- WE CARE

the market leader in contact lens care products in the Pharmacy sector. Source: Nielsen Research Mar/Apr 1992.

Meet the C&D team on C5, win some prizes, and see an issue in the making on screen

Since July *Chemist & Druggist* has been made up on screen in its Tonbridge offices with journalists keying their own copy directly into PCs. On stand C5 subscribers and advertisers will be able to see how the "Wacky Races" feature in our August 22 issue was put to bed, as well as being able to put their own headline on the lead news story in our September 12 issue. Advertisers and subscribers coming to the stand can meet the team and enter their own competitions. Companies can win £10,000 worth of *C&D* advertising space, and pharmacists could take home a case of champagne for coming up with the best new editorial idea. And the Chemex Daily will be written while you watch



Chemist & Druggist's publisher, Ron Salmon FRPharmS (left), Editor John Skelton MRPharmS, and Advertising Manager Frances Shortland, will be on Stand C5 on both Sunday and Monday. They will be happy to discuss publishing opportunities with subscribers and advertisers, alike, backed by the *C&D* team.

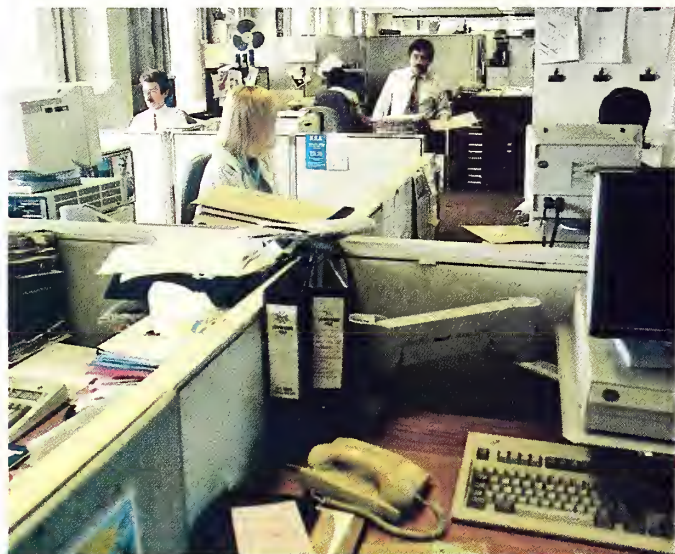
Sub Editor Geoff Le Prevost will be on hand, on Sunday only, to guide subscribers in the art of electronic page makeup. The best headline written for the lead news story in our September 12 issue will win a bottle, and the best new editorial idea will win a crate of champagne.



Darren Larkin of *C&D*'s Price List team pictured taking down product information before keying it into the PLUTO data base. Darren will be on Stand C5 on Monday, along with Price List Controller Colin Simpson, who will also be present on Sunday. Colin, Darren and Publisher Ron Salmon will explain the Price List service on sale to companies including: Price List data base on disk plus weekly updates; who sells what; various other selective data base classifications. The team will also explain the Generics Supplement service and how to add EAN codes to company product listing, as well as how to allocate PIP codes to special offer packs



One of the questions advertisers will have to answer in order to win £10,000 of space within *Chemist & Druggist* are the names of the advertising team pictured here in the Tonbridge office. Clue: Frances Shortland is standing up



The editorial team at work in Tonbridge. Contributing Editor Adrienne de Mont turns to talk to Art Editor Tony Lamb while Sub Editor Geoff Le Prevost works at a page make-up screen

GIVE YOUR SALES A MAJOR FACE LIFT



Kabi Pharmacia, Davy Avenue, Knowlhill, Milton Keynes, MK5 8PH. * Source: Nielsen £

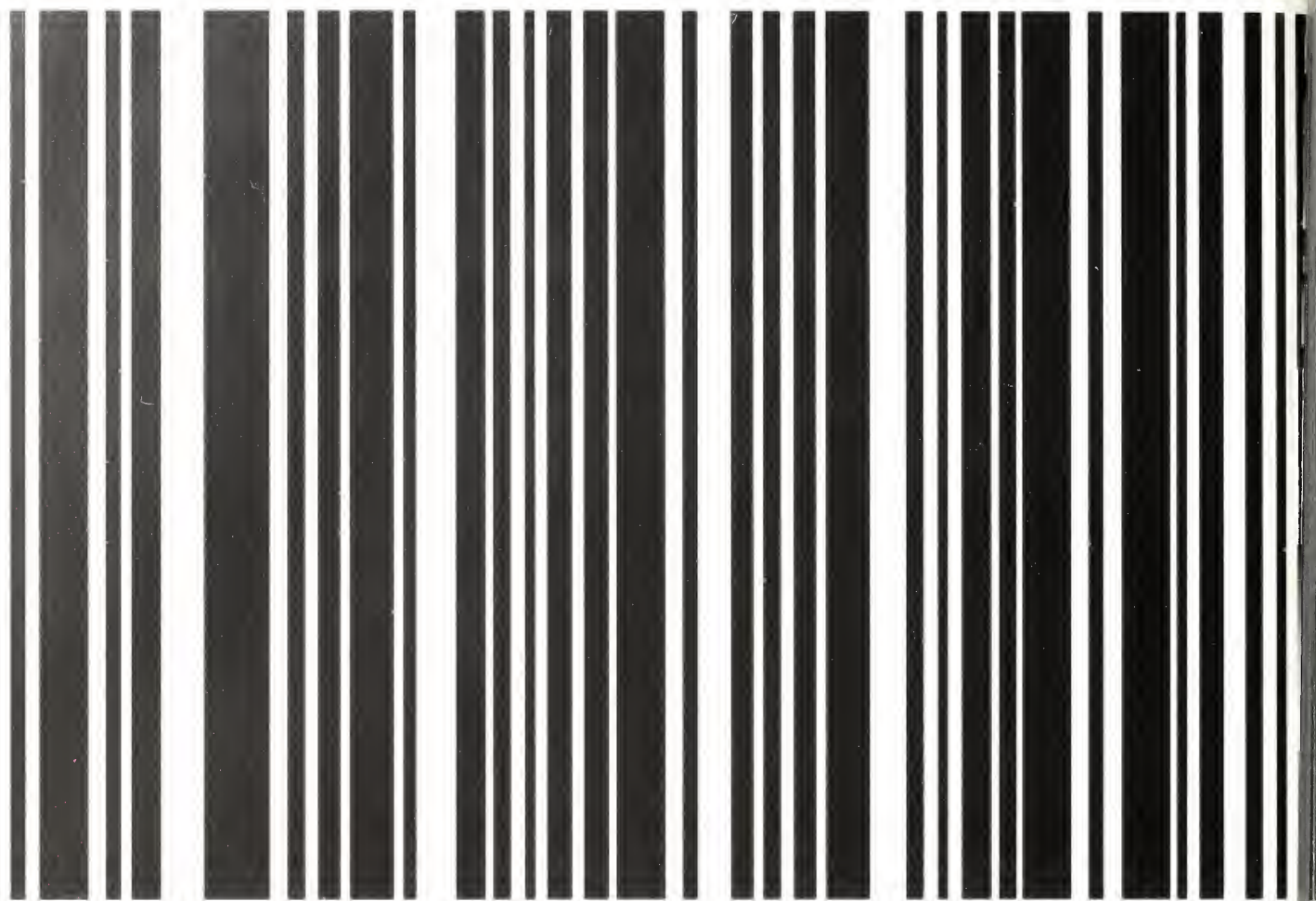
Our continuing £3 million support package has now helped make Nicorette one of the biggest selling Pharmacy-only brands in the UK*.

What's more, the sales generated from every Nicorette shelf facing make other famous name OTC brands appear small by comparison.

Build up your Nicorette display today and give your sales a major face lift. Contact your OTC Kabi Pharmacia representative or local wholesaler now!

**NICORETTE: YOUR NO.1 CHOICE
IN SMOKING CESSATION**

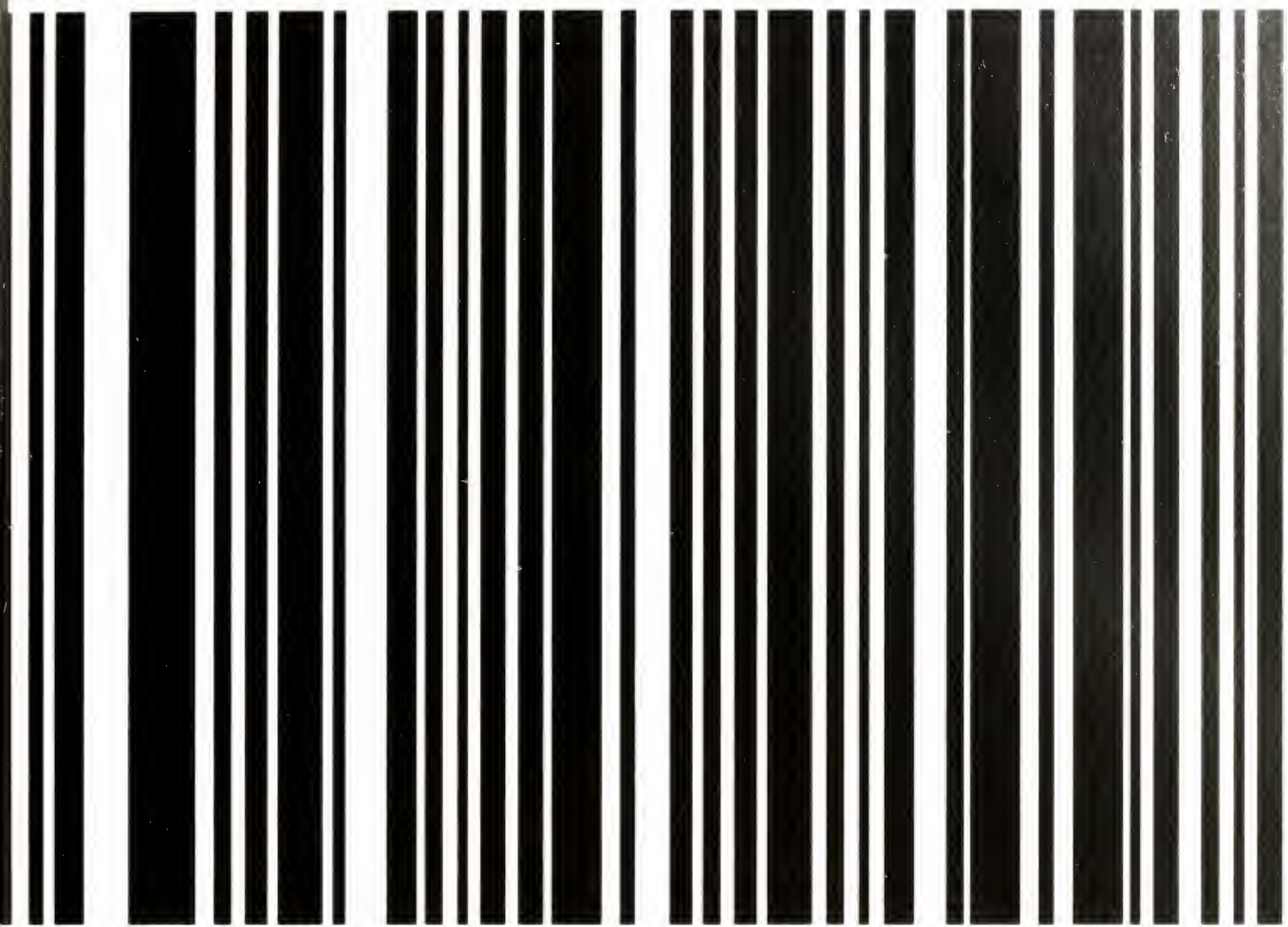
See us
at Chemex
Stand K45



0 0 0 0 0 0

LINK
POS 

We're not just out to
make a quick sale.



0 0 0

0 0 0 0

At AAH our aim isn't to sell you an EPOS system at any cost. Because although we admit that, yes, EPOS can make a pharmacy more cost effective. And, yes, it is modern, can reduce stock and increase stock turns. We also have to admit that not every pharmacy needs it.

A startling statement, we know, particularly from a wholesaler that is offering its own Electronic Point of Sale system to pharmacists - LINKPOS.

Tailor-made system.

You see, the difference with LINKPOS is that it isn't just one standard system, we assess your needs and then actually tailor-make a package to meet those needs. And if we don't think your pharmacy will benefit financially from EPOS we'll be honest enough to tell you so.

Service and support.

And, of course, with LINKPOS you get all the support and service you've come to expect from AAH. A company that not only has 20 years major computer communications experience but its own computer centre, too.

So if you are thinking of investing in EPOS think LINKPOS and contact your AAH Branch Manager today or come and see us on stand No. D30 at Chemex '92.



PHARMACEUTICALS
LIMITED

WHERE IT ALL COMES TOGETHER.

Passport to profit

The business that survives in today's trying times is one that looks at all the options. Diversification is the name of the game, and pharmacists may find that they need to offer extra services to survive.

One option being considered by many High Street pharmacists is the Polaroid Studio Express, an instant picture service offering a quick and easy way to produce small photographs for passport or identification purposes. It is also profitable.

Profit options

At our recommended price of £3.99 for four prints, you will make 74 per cent profit on return. In other words, you will need only two customers per day, six days per week to make over £900 profit in year one. This is in addition to covering the cost of purchasing the Studio Express kit and Polacolor PC1005 film.

Think of the extra profit you can make in year two. Everybody is a potential Studio Express customer. The most obvious use is for passports but instant passport size pictures are needed for many other reasons as well, such as visas, travel permits, students' cards, gun licences, disabled drivers' orange badges and even — very soon — driving licences.

Polaroid's Pat Wallace and John Seymour look at opportunities for providing instant photos in the pharmacy.

The Government has recently announced that photographs will be carried on all driving licences in the future, bringing Britain in line with most of Europe and the United States.

There are over 34 million driving licences in the UK at the moment with 7.5 million renewals and new issues each year.

This means a huge increase in the demand for passport size photographs, both for phasing in all of the existing holders and providing pictures for those who will be requiring new driving licences.

What's more, many pharmacists find that Studio Express generates extra business as people who come in for an instant passport picture stay to buy something else — and keep coming back.

As an extra service to the community, it is also worth bearing in mind that disabled car drivers now need picture identification. Disabled customers using wheelchairs will obviously find personal service in a shop preferable to the problems they might encounter using photo booths.

The system consists of a Polaroid Studio Express camera which can be used easily in the pharmacy by anyone. It does not require any photographic experience. Within a couple of minutes it produces four pictures on a single sheet of $3\frac{1}{4} \times 4\frac{1}{4}$ in instant print film, which corresponds to the size demanded by EC passport regulations. The price of the complete start-up package is £799 plus VAT.

Quality service

The only competition for a Studio Express service is the photo booth. But the Polaroid system offers so much more.

Top of the list is quality. We offer a satisfaction guarantee that means wasted pictures can be returned to Polaroid in exchange for free replacement film. So if the customer doesn't

like his or her picture first time, it can be re-shot at no extra expense. And, because the picture is instant, any problems with expression or blinking at the wrong time can be seen and corrected on the spot.

Polaroid can help you publicise your new service. A Studio Express kit includes a comprehensive range of point-of-sale and signage materials, all designed to tell people you are in the business of providing instant passport pictures.

Also, Polaroid subsidise a Co-op Yellow Pages advertising scheme to inform people in your local area that you offer the service. To find out more, call the freephone customer support number 0800 010119 or visit us on Stand L10.

Polaroid's Studio Express offers satisfaction guaranteed and you will only need two customers per week to make over £900 profit in year one.



HealthAid

NUTRITIONAL SUPPLEMENT

FOR BEAUTIFUL HAIR

HairVit is a unique capsule formulation containing a range of nutrients and trace elements essential for healthy, hair.

The vitamins and minerals in HairVit provide nutrients for the hair follicles, making your hair look more lustrous, more beautiful and easier to manage, and helps split ends

30 CAPSULES £4.99 RETAIL

AVAILABLE FROM ALL GOOD HEALTH FOOD SHOPS & CHEMISTS

*Try a course of HairVit
...and experience how healthy your
hair can be.*

HealthAid by PHARMADASS LTD 16 Aintree Road, Greenford, Middlesex UB6 7LA Tel 081-991 0035

Technology advances

Computer technology never stands still, with major developments this year in prescription endorsement. C&D examines the latest advances in software

As usual Chemex gives you the chance to keep up-to-date with the latest in computer technology and try out the systems for yourself.

This year, prescription endorsement features strongly. Simple Software (stand G31) are launching the New Generation dispensary system which offers this possibility along with many other facilities.

Following consultation with the Prescription Pricing Authority, Simple Software developed the system to produce all the relevant endorsement information on-screen so that the pharmacist can endorse prescriptions as he dispenses or at the end of the day when an "endorsement summary" print-out can be produced.

Other important information such as the correct number of fees to claim and charges to make, pack-size dispensing

options, zero discount reminders and generic/proprietary linking are highlighted by means of full-colour displays.

Other features of the New Generation system include a "massive" patient record capacity, labelling, auto-ordering and stock control, order transmission to all wholesalers, BNF interactions and cautions, disallowed/blacklist warnings, oxygen records and claims, full nursing home facilities, extemporaneous formula calculator and facilities for multiples.

Prices start from £995 for the software alone and a complete system, fully maintained with software and drug file updates for two years, is £2,995. The system is being marketed by Pharmaforce Ltd (tel: 0257 232518) who can arrange for one of their pharmacist consultants to visit interested

colleagues and demonstrate the system at a convenient time, including evenings or weekends.

Pharmacists visiting the stand at Chemex will be able to win a complete system or one of four software packages by taking part in a competition to test their knowledge of the Drug Tariff. They will then be able to check their answers using the New Generation.

In addition, all visitors registered on stand G31 will be entered into a free prize draw to win a champagne trip for two in a hot air balloon.

PILLS package

Hadley Hutt Computing Ltd (stand J3) are offering current PILLS users an endorsing facility which will in future be an integral part of the company's software package.

There will be no additional charge to existing customers nor any increase in the software cost, even though the development has been a costly exercise.

The prototype system will be demonstrated at Chemex and will give pharmacists one of three options: on-screen help, the prescription endorsement printed on a separate label or the endorsement printed on to the prescription.

The software has been written by Robert Hutt, who has many years experience as a community pharmacist, assisted by five other pharmacists and two dispensing technicians.

Despite suggestions that the PPA is not totally happy with

the automatic endorsing systems already available, director Mike Hadley says: "Our company is committed to ensuring that this system is unsurpassed and will make every effort to ensure that it can meet the requirements of the PPA."

He emphasises that this is the first time they have announced software in advance of full testing.

"I feel it is necessary to do this because many of our customers have urged us to take action," says Mr Hadley. "There is also a possibility that we will lose sales to competitors who have announced their developments before full testing and some of our existing customers may spend a large sum of money buying software unnecessarily." (Tel: 0905 795335).

AAH advances

AAH Pharmaceuticals have made so many advances in information technology during the past year that they have decided to show more computer systems than ever before. Stand D30's "hands-on" display will give visitors the chance to try out a prescription endorsement program as well as the new EPoS and CM2 merchandising systems.

Other computer companies expected at Chemex are Adam Business Systems (E33), Channel Pharmacy Systems (C35), Chemtec Systems (L30), Fairscan (B45), Geller Business Machines (NPA4) and John Richardson Computers (C11).



Speedwell



Cowslips



Marshmallow



Yarrow



Sage



Peppermint



Plantain



White Horehound

FLOWER POWER

The No.1 herbal lozenge in Europe is really growing in the UK

Ricola is the biggest in Europe.

Try one and you'll understand why – the unique combination of thirteen organically-grown Swiss mountain herbs is refreshing and soothing, relieving coughs naturally.

There's a variety of flavours, and sugar free

options are available. What's more we're putting power behind these flowers!

A substantial advertising

campaign on TV

and in the

national press

breaks in December.

Ricola is set to bloom.

Don't miss out!

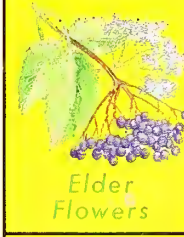


Ricola

CEDAR HEALTH LTD · HAZEL GROVE · CHESHIRE SK7 5BW · TEL: 061 483 1235



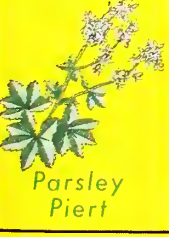
Mallow



Elder Flowers



Burnet



Parsley Piert



Thyme

Launched from an oil platform

Procter & Gamble (Health & Beauty Care) are using Chemex as a platform to launch some major additions to their Oil of Ulay, Insignia and Old Spice ranges.

Oil of Ulay has two new products in the personal cleansing sector — conditioning bath bar and shower & lotion. Both offer mild cleansing and moisturising skincare and are intended as daily use items. The conditioning bath bar is available in pink or white (100g, £0.79; 4 x 100g, £2.89).

Oil of Ulay shower & lotion is a combination of mild body cleanser with Oil of Ulay moisturising lotion. Trials have shown that one step usage of the new product is equal to separate usage of shower gel followed by body lotion. It is available in normal or dry skin variants (200ml, £2.89).

The introductions are supported by a brand investment of £6.4 million, which includes £3m on national television advertising, in-store trial sizes and promotions, and consumer media public relations.

Rio is a new fragrance range being launched under the Insignia brand. It is described as "warm and vibrant, yet subtle and not overpowering". Targeted at 16 to 24 year-olds it is positioned "to help young men fit in with the crowd".

The range comprises spray deodorant 150ml, deodorising body spray 150ml, stick deodorant 75g (all £2.09), aftershave lotion (100ml, £5.35), splash on lotion (100ml, £2.95) and shower gel (250ml, £1.99). For the launch there is a 50ml aftershave (£3.60) and 75ml body spray (£0.99), plus two gift sets of body spray and shower gel or aftershave and body spray.

The launch support is a £1.1m television spend between October and December as part of a total Insignia spend of £3.8m. There is a special introductory offer exclusive to Chemex.

Old Spice Hydrogel is claimed to be "a revolutionary new



product" that delivers the Old Spice fragrance and refreshing sensation of an aftershave lotion while also moisturising the skin. The target is men aged between 16 and 44.

Packaging is a 50ml jar (£4.60) or 100ml pump dispenser (£6.95) in original or sensitive variants. For the launch there will be more than

250,000 trial size pump dispensers (15ml, £0.99). Television advertising for Hydrogel during November and December will cost £1.3m as part of a total Old Spice spend of £3.6m.

There is an exclusive Chemex introductory offer and shipments start October 5. Stand K30. Tel: 0784 434422.

Spotting a hungry market

Cadbury are exhibiting at Chemex for the first time, having identified a "huge opportunity" for pharmacists in confectionery sales.

The confectionery market was worth £3,900 million in 1991, they say, compared with the personal and health care market at £275m.

Pharmacy customers are mostly female which links well with the fact that 66 per cent of all confectionery is purchased by women; 70 per cent is bought on impulse and this figure is likely to be much higher in a pharmacy, the company believes, because of the time spent waiting for prescriptions.

Cadbury will be showing a range of displays including front till units, hot-spot units and counter units. Experienced consultants will be on hand to

answer any queries on confectionery sales, range and display.

Retailers will also be able to sign up to have Cadbury display equipment fitted in their store on free loan.

The new product Time Out, which was launched in January in Scotland and is now available in Yorkshire and Tyne Tees areas, will also be on show.

Designed as "the better anytime snack", it is a two finger wafer covered in Cadbury's milk chocolate with a Cadbury's flake centre.

£12m was spent on the launch including £7m in new technology and new purpose-built plant at Cadbury's Dublin factory.

Retailers will be invited to take part in a free draw for a number of prizes. Stand B25. Tel: 021-458 2000.

Fragrant notes

Taylor of London will be the main focus on the Fine Fragrances and Cosmetics stand, where there will be some new Christmas gift ideas.

There are three gift sets from the English flowers and traditional ranges (£9.95 — £17.95), with boxes of lightly perfumed notepaper and envelopes in rose or freesia fragrances (£6.50).

A new body sponge, made from polyethylene netting, does not absorb water so stays light and soapy during use. Available in six colours, it can be used as a gentle exfoliator and skin toner (£3.95).

Special offers on the FF&C product portfolio will be available at the exhibition. Stand B32. Tel: 081-979 8156.

Geller register a first

The latest products from Geller Business Machines are being exhibited for the first time in the UK. These new generation electronic cash registers are developed for all sizes of pharmacy and are programmable to individual needs. Stand NPA 4. Tel: 081-841 6161.

Emphasis on Eylure relaunch

Original Additions will be placing their main emphasis on Eylure. A major relaunch has been planned and the new packaging will be unveiled at the show.

For Christmas from Elegant Touch come new shades of Perfect Partners mini lipsticks and matching nail colours.

Earstickers, the throw-away paper alternatives to ear-rings, have been re-introduced in three new designs. Pretty Ears are an extension to this collection and are suitable for young children. Each pack (£1.25) contains 12 pairs of assorted animal shapes in bright primary colours. Stand D51. Tel: 081-573 9907.

Expert tips on nail care

Mavala of Switzerland have chosen Chemex to launch a manicure instrument range comprising tweezers, scissors and pliers made from quality Solingen Steel. Nail care experts will be on hand to offer key selling tips. Details will be available on how to book for one of the Mavala product training courses for stockists. Stand C26. Tel: 0732 459412.

House team

The Yardley Lenthéric Group, comprising the four houses of Yardley, Lenthéric, Morny, and Cyclax, will be attending Chemex for the first time this year.

Pharmacists will be able to meet the new management team and to view some new brand activity as well as a range of innovative Christmas gifts.

Adidas Active Bodies is a new male toiletries range while Yardley White Satin has been repositioned, rationalised and presented in a new livery. Stand K6. Tel: 0276 686979.

One price for faster sell through

New shapes, new colours and new styles, but no price increases and no concessions on quality is the Sunbrella promise for 1993.

Jackel International say that the simple pricing structure of £6.99 almost across the board ensures a fast sell-through while the customer enjoys the benefits of top quality, a big choice of up-to-the-minute styling, and total protection against UV rays.

Floor and counter display stands come free as do brochures for every pair sold.

Big news on the fashion front is the swing to tortoiseshell and the popularity of Fifties-style shapes. A new Sunbrella catalogue will be available at Chemex. Stand K19. Tel: 091-250 1864.

Sea-life sets

Montagne Jeunesse will show a new selection of six ecologically-sound gift sets which aim to raise awareness and funds for sea-life conservation. They range from a recycled card box depicting dolphin scenes containing three luxury French soaps, to the sea-life basket set containing a selection of bath care products. Stand A14. Tel: 081-871 5080.

Ernest Jackson celebrate 175th anniversary

This year is Ernest Jackson's 175th anniversary (1817-1992). The company is celebrating with a special trade promotion linked to the major events of 1817, details of which will be announced at Chemex.

The company is also launching new lines. Potter's traditional catarrh pastilles are to have two sister products: Potter's traditional sugar-free cough pastilles and Potter's traditional sore throat pastilles.

The sugar-free pastilles were developed in response to requests from the trade. The whole range is packed in traditional livery and reflects the strong heritage of the Potter's brand.

The Special Recipe range of diabetic chocolate, relaunched earlier in the year, is to be extended.

The new white chocolate

with chopped nuts and praline filled bars are a response to recent research into the diabetic foods market, in which respondents asked for more products and flavours.

Chemex will also see Zubes original flavour lozenges back in red and gold tins. The product was sold in tins when it originated in the 1930s, so the return to such collectable packaging is a natural move. Stand J6. Tel: 0363 772251.



Crave Away offer

The Crave Away cigarette has been described as the closest a smoker can get to smoking without actually lighting up, say Good Life Products who are using Chemex to mark the national launch.

Crave Away (£1.99) tastes of tobacco but is tar-free and nicotine-free. The smoker sucks air through it in the same way as a real cigarette. It can be used as often as necessary and lasts up to four weeks.

The company says Crave Away not only helps smokers to give up or cut down, it can also be used as a cigarette substitute on occasions when smoking is not permitted.

The trade price for a dispenser unit of ten is £11 plus VAT, showing a profit on return of 35 per cent. A special Chemex discount offers one free with every ten. Stand H9. Tel: 061-320 8238.

Scent success

Kitty Little Group will be launching a new range of aromatherapy products. Cleopatra's Secret comprises oils, candles, an aromatherapy pillow, a pot pourri pyramid and an oil vaporiser. The Foster Grant subsidiary will be introducing a new range of five sun care products for 1993. Stand C51. Tel: 0782 577055.

S

Suba Seal

- Hot Water Bottles
- Babycare
- Personal Health Care
- Bath & Shower Mats

NEW PRODUCTS NEW PACKAGING

See what's new on STAND B47 HALL2 CHEMEX '92

William Freeman Ltd.

Wakefield Road, Staincross, Barnsley, South Yorkshire, S75 6DH. Tel: 0226 284081 Fax: 0226 731832

Harmony highlight for Elida Gibbs

The highlight on Elida Gibbs' main stand C27 is the launch of Harmony Protectives styling range and relaunch of Harmony hairspray.

The styling range comprises mousse, fixing spray plus, gel spray and creme gel.

There are three variants of extra hold mousse: bodifying for normal to fine hair, revitalising for permed or colour treated hair, and moisturising for dry or damaged hair (200ml, £2.49).

Fixing spray plus has an adjustable spray which represents an innovation in hairspray delivery. Users have a choice of two settings; one gives a narrow jet for spot styling with firm hold and the other offers a wide mist spray for all over styling with regular hold.

The spray comes in two variants, for normal to fine and dry or for damaged hair (200ml, £2.09).

The gel spray comes in a single "volumising" variant (150ml, £2.39) and a single variant of creme gel is called "conditioning for styling hold" (100ml, £1.79).

A blend of protective ingredients — sunscreen, protein and conditioner — helps protect hair from everyday styling and environmental damage. This will be encapsulated in the advertising message "Now you can style to perfection with added protection."

Elida Gibbs say they have identified a key consumer need for a styling range which concentrates on "doing good."

With the styling market expected to be worth £125 million by the end of the year, the company believes there is now clear potential to exploit profitable avenues in this sector.

The range will be launched to the trade in October with a composite of 26 units: 12 mousse, eight fixing spray plus, three gel sprays and creme gels.

Harmony hairspray will be relaunched in natural, firm and extra firm holds, while anti-frizz



hold is used to describe the former fine flyaway variant.

Elida Gibbs will also be using Chemex to show their Christmas gift packs for the male fragrance ranges, for which pre-Christmas advertising support will total £3.3m.

The biggest brand, Lynx, offers gift sets ranging from the clam pack (£3.89) to the travel bag (£11.99). There are three

gift sets in Brut for Men, from £3.70 to £6.60; the company says that the new look and advertising, starring actress Kelly Le Brock, have resulted in sales significantly ahead of the pre-relaunch levels.

Hero offers gift sets at £4.75 and £7.75, plus a presentation set at £9.95; the new anti-perspirant aerosol will also be on show.

Three gift sets are available from Denim. The updating of the Pond's range has "done wonders" for the brand, say Elida Gibbs, and there is still chance for pharmacists to take part in the Pond's Performance window display competition.

A "Spot the volleyball" competition is open to all pharmacists who place orders on the stand for either direct delivery (if they have an account) or via their selected wholesaler. The winner and a partner will be rewarded with a holiday of their choice worth £1,500.

Elida Gibbs' second stand, J52, offers the Hero challenge. Last year it was hang-gliding; this year visitors can enter a machine which takes them on an exciting four-minute journey through crashing waterfalls and futuristic mazes, accompanied by life-like sound and 360 degree vision.

This adventure formed the basis of the Hero roadshow which has toured throughout the country this Summer. Tel: 071-486 1200.

Compact water filter will keep its cool

The latest design in Waymaster's water filter range is the crystal fridge filter which fits in the fridge door, ensuring that water is kept cool.

Water is filtered through the top, removable hopper section into the two-litre jug which can be used on its own for storage.

Waymaster believe that the compact packaging is ideal for pharmacies where space is at a premium.

Two new cartridge designs will also be on show. The Universal cartridge fits most well-known brands of filter jug and, because it can significantly reduce limescale, is particularly suitable for hard water areas.

A new patented automatic life indicator tells the user exactly when the cartridge needs replacing.

The Quadraflow has a permeable plastic membrane

which provides a four stage filtration process, adding two filter stages to ordinary cartridges. It also has the automatic life indicator clearly visible at the top; a colour change shows when replacement is due.

A diversion for Waymaster is Pocket Seats, packs of ten paper toilet seat covers for hygiene-conscious travellers. Stand J22. Tel: 0734 599444.

Babycare range is boosted

William Freeman will be showing some proposed additions to their baby care range.

The angled breast pump is designed for ease and comfort of use at a natural angle. Made from unbreakable polycarbonate, the cylinder pump incorporates a seal which does not deteriorate over long-term usage, the company says.

The parts are easy to clean and the pump is convenient to carry. New Suba Seal washable breast shells are made from sterilised polypropylene and can help correct inverted

nipples in the ante-natal period.

Post-natally, the shells can be used to collect drip milk from the other breast during feeding and can protect clothes from soiling.

Suba Seal nipple shields help care for cracked and sore nipples and reduce the discomfort of breastfeeding. They have multiple holes for easy milk flow.

A baby feeding dish keeps food warm by a separate surrounding compartment to which warm water is added. It comes in two colours. Stand B47. Tel: 0226 284081.

Formats modified using feedback

Surgichem are launching new products and offering special Chemex discounts.

The products, which have been developed using feedback from Nomad users, include new formats of the portable cassette and accessories designed to enhance the system's operation.

They will be available at a special price to anyone placing an order during the show.

Discounts will be offered on the Surgichem-Care community delivery service which allows pharmacists to deliver to their less mobile patients without sacrificing valuable time. Stand B53. Tel: 061-476 2622.

The NPA village

Once again the National Pharmaceutical Association will use a "village" format in which a major stand will be manned by senior staff from all departments, while other stands will be taken by companies supplying goods and services to the Association. Companies expected in the NPA Village are Anglo European Health, Camera, Canon Office Supplies, Crescent, Denward Instruments, Dorling Kindersley, Faylite Signs, Geller Business Machines, H+H, Kirby Devon, Precisa Balances and Sibbald Sales. The Proprietary Articles Trade Association will also be there.

Skin care products

A Formule B aromatherapy face wash and aromatherapy protective lotion will be added to the Bioconcepts range.

New raspberry and lemon flavours of Bio-light are joining the original cinnamon/aniseed flavour. Stand K42. Tel: 0705 678131.

Ointment back in

Typharm Ltd are re-introducing a traditional pharmacy product, golden eye ointment, together with new golden eye drops.

Both are Pharmacy only OTC products for the treatment of minor eye infections and are available from wholesalers. Stand H22. Tel: 0202 666626.

Wilkinson

Wilkinson Sword are displaying their full product portfolio and will have this year's Christmas packs on show. Stand E37. Tel: 0670 713421.

Mudd for problem skin

Chattem UK Ltd are introducing Mudd medicated mask for problem skins. Like the other Mudd masks it contains pure clays which absorb grease and dirt from the skin, but also includes the antimicrobial agent Triclosan.

The mask contains a pH adjuster and has a mild, non-drying formula, making it suitable for sensitive skins, say Chattem. It will be supported by advertising and public relations.

Chattem's other product ranges — Cornsilk, Ultraswim and Sun In — will also be on show and there will be free stock and various bonus offers available only at the exhibition. Stand B55. Tel: 0252 737040.

Home health

AAH Pharmaceuticals are launching the Vantage Home Health Centre concept — pharmacies which will offer a "one-stop" caring facility where customers will be able to seek professional advice from a pharmacist or nurse, gain access to other caring agencies and be able to buy Home Health items designed to make life easier for the elderly or infirm. Several Vantage own-label OTC products will also be launched at the exhibition. Stand D30. Tel: 0928 717070.

Caskets for Christmas

Tisserand-Aromatherapy are using Chemex to launch a small range of limited edition Christmas gift sets.

Products from the existing range have been grouped together with some useful accompaniments and repackaged into a variety of caskets to suit every age group. Prices range from £5.25 for a soap and bamboo soap dish with co-ordinating flannel, to £12.95 for a shower bucket with shower gel, soap, flannel and loofah.

Their newest additions include a sandalwood and wheatgerm soap, a cherrywood

massage roller and the Tisserand Aroma-stream which vaporises essential oils into the air using an air stream rather than heat.

Visitors will be able to take advantage of many promotions on the stand. All orders taken at the show will be placed in a draw to win up to £2,000 of the order free.

There will be a 10 per cent discount for all new customers and further discounts will be available to those who guess correctly the fragrance of an essential oil on an impregnated paper strip. Stand D33. Tel: 0273 412139.

Combined national launch

Vitabiotics have joined Robinson Healthcare to launch nationally their women's supplement range. Premence, Menopace and Osteocare will be available to pharmacies exclusively through Robinson.

Premence and Menopace are each £4.95 for one month's supply (30 capsules), while Osteocare cost

£2.95. The launch will be supported by a £300,000 campaign in the women's Press from November. Stand H37. Tel: 0246 220022.



Allergy free piercing

Inverness will be showing for the first time in the UK their new titanium "allergy-free" sterile piercing ear-rings.

Research has shown that as many as 20 per cent of people experience some form of allergic reaction to metals including silver, stainless steel and gold plate.

Inverness say that after 50 years research in areas ranging from cardiovascular surgery to space programmes, titanium has been recognised as one of the most biocompatible materials available.

The company adds that because consumers are concerned about transmittable diseases they are turning to pharmacists for a safe and sterile ear piercing service. Stand L4. Tel: 0628 776217.

Allergan add Lens Fresh comfort drop

Lens Fresh, a new preservative-free comfort drop suitable for all contact lens wearers, will be one of the highlights on the Allergan stand K35.

Details of the promotional support will also be available. Tel: 0494 444722.

POTTER'S HAVE THE ANSWER TO SURVIVAL IN TOUGH CONDITIONS

If you're looking to survive and prosper in tough conditions (both weather and economic!) then it's worth looking at Potter's.

We have a range of nationally advertised licenced herbal medicines that meet all your needs, including Antifect, Tabritis, Newrelax, Antitis, Acidosis and Diuretabs.

And with winter approaching now is the time to look at our famous coughs and colds herbal remedies.

The undisputed star is Vegetable Cough Remover - the ideal family remedy with the gentle formula that does not cause drowsiness.

You can see the full Potter's range on our stand (C40) at Chemex where you can pick up your free winter survival kit.

And receive the warmest of Wigan welcomes - certainly something to remember!



Potter's
HERBAL SUPPLIES LTD

Leyland Mill Lane, Wigan,
Lancs WN1 2SB. Tel: 0942 34761.
Fax: 0942 820255



NATIONALLY
ADVERTISED
HERBAL
REMEDIES

FREE
WINTER
SURVIVAL KIT

FULLY
LICENSED

SEE US ON STAND C40 AT CHEMEX

Sugar-free with Simpkins

Capitalising on the growing market for sugar-free products, A.L. Simpkin & Co Ltd are launching three new product ranges.

In the medicated sector, new Doc's lozenges (£0.79) will be available in four varieties, two of which will be sugar-free. Sugar-free Teddy lozenges for children and sugar-free glycerine and tropical fruit lozenges for adults are made with isomalt.

An introductory offer of a free display pack of 16 assorted cartons is available to customers buying two outers of any variety. Also being shown at Chemex is a new range of sugar-free drops in 85g tins (£1.20), to be available from October.

The range has one-third fewer calories than similar sugar-based products, as well as being kinder to teeth and suitable for diabetics. Flavours are mint, lemon and lime, and garden fruit.

Simpkins' third new sugar-free offering is a soft mint chew, which joins the fruit chews that have been on sale for the past 18 months.

The company is also using Chemex to relaunch the First Years range of infant accessories. The range, now in new colour-coded packaging, covers four major product sectors: feeding and soothing, playthings, health and safety and childcare.

The range has been extended to 80 lines with the introduction of 21 new products. A comprehensive promotional programme supports the relaunch.

Extra free stock is on offer with all loaded stands, for example, £75 (trade value) of

stock comes free with a 3ft wall stand. Starter packs of key fast-selling lines are available at £49.99. A free video offer over the next six months enables existing customers to collect 12 top Warner Home Video titles on orders of £100 or more. Stand G18. Tel: 0742 348736.

First viewing for Fuji unit

Fuji Photo Film will be showing their new Fujifilm Photo Business Unit for the first time at the show.

Designed as a total package for pharmacists, the package offers a fully-operational minilab processing centre, a range of film, cameras,

single-use cameras, photographic paper and chemistry supplies direct from one source. The unit comes complete with marketing support and POS material. The Fujifilm minilabs range will also be on display. Stand K31. Tel: 071-586 5900.



Two from Nelsons

Nelson's two newest products — Candida and Harmonia — will be seen by the trade for the first time at Chemex, the company says. Candida is intended to counteract health problems caused by Candida albicans. The yeast may also become a problem for those who have taken antibiotics, steroids or oral contraceptives for some time. Harmonia is intended for people suffering from tiredness. Stand E3. Tel: 081-946 8527.

Lion in tablet form

Potter's (Herbal Supplies) Ltd plan to use Chemex to launch a tablet form of Lion cleansing herbs which was previously available as an infusion. A £200,000 campaign for Potter's remedies is currently running in the national Press. New merchandising units, POS and information leaflets are available. There will also be strong promotional support for another new product, Echinacea tablets, and the new-look Skin Clear range. Potter's will be revealing their 1993 marketing plans, new merchandising units and several new-look packs on stand C40. Tel: 0942 34761.

POS



VISIT US
ON STAND J3

ALL SINGING
ALL DANCING,
THIS TILL'S
SELF FINANCING!

THE POS CHECKOUT SYSTEM
WITH ACTIVE STOCK CONTROL,
REDUCES STOCK LEVELS RELEASING
CASH AND SAVING STAFF TIME!



George Bayliss Road,
Droitwich,
Worcestershire WR9 9RD
Telephone: 0905 795335
Fax: 0905 795345

PHONE NOW FOR A FREE NO OBLIGATION
DEMONSTRATION OF PILLS OR POS

New season's cosmetic bags

Giorgio J's new Autumn/Winter collection of hair accessories will include a co-ordinating range of cosmetic bags for the first time.

More designs have been added to the cosmetic bags range, which also includes co-ordinating vanity cases, slippers, tissue box covers, shower caps and picture frames.

A new range of designer hair accessories, Marco Viviani, will be shown for the first time in the UK. These include luxurious chiffons and pearl-decorated items in an assortment of fabrics. Janeke combs, mirrors and toiletry accessories, as well as Carl Everts manicure implements will also be on Stand B39. Tel: 071-235 3333/4.

Brushes have salon style

G.B. Kent are launching what they say are Britain's first nylon-filled wooden hairbrushes for the retail sector.

They are producing the new radial brushes to fill what they have identified as a gap in the market for salon-style products.

The beechwood brushes are light and have a thumb grip for easy handling. They come in small, medium and large sizes, the large and small having a

choice of medium and firm nylon filaments (£3.95).

Also on show are Kent's new Christmas gift sets: a ladies' cherrywood-handled brush with matching mirror and a comb; the original paddle brush set; a bath-time set; a natural bristle cherrywood brush, clothes brush, comb and face cloth for men; a shaving set; and a beard and moustache kit. Stand D47. Tel: 0442 232623.

Healthcrafts' wider range

Healthcrafts Ltd will be exhibiting a wider range of products than ever before at Chemex, and details of a new advertising campaign will be revealed.

The three best sellers in the Heath and Heather range will be launched in economy sizes. Water Relief and Quiet Night

will be available in 180 tablet packs and One-a-day garlic in a 120 capsule pack.

Healthcrafts aim to increase sales of their vitamin C products by launching new products and pack sizes. Further One-a-day launches are expected over the next few months. Stand J37. Tel: 0932 336366.

Fragrant marble pyramid

Fragrant Memories are using Chemex to launch Aromid into the pharmacy sector. Aromid is a pyramid-shaped air-freshener with a marble finish incorporating a fragrance which is released slowly into the air.

The company says the product reflects the needs of increasingly sophisticated

consumers and the move towards more aesthetically pleasing air fresheners.

There are five fragrances — essence of peach, white flower, lavender, eastern spices and Summer bouquet. Fragrant Memories are seeking agents/distributors in overseas markets. **Stand E49. Tel: 0342 313206.**



Direct from the rainforest

Tropika Rainforest body care products contain natural oils and extracts which have been harvested in a way that encourages rainforest conservation and protects animal and plant species, say Natural Way who are marketing the range in the UK, Ireland and Europe.

The rainforest is harvested by local people and the organising company, Tropika, is legally bound to use part of its profits for conservation projects. Natural Way say that test marketing of the range at recent "green", trade and consumer shows in the UK and Europe has shown excellent results in terms of sales potential and customer

attitudes.

The range consists of vegetarian soaps, shampoos, skin creams and herbal and mineral baths, none of which has been tested on animals. **Stand M6. Tel: 0483 272560.**

Beauty aids

Opal Products have added three new names to their portfolio of health and beauty aids — Barielle natural nail care programme, Glymiel skin cream and Brithealth dietary supplements. The Vale of Health range has been reformulated and repackaged. **Stand G23. Tel: 081-861 6181.**

Le Boscq has i on men

New from Parfums Le Boscq on show at the exhibition will be the i range of men's toiletries. With a distinctive fresh fragrance the range offers after shave lotion, together with skin

and body preparations including facial moisturiser, bath and shower gel, hair styling gel and deodorising body spray. **Stand K5. Tel: 081 863 9001.**



**You've either
got or you
haven't got
style**



THERE IS AN OLD FASHIONED VIEW IN THE D&P MARKET THAT YOU HAVE TO SHOUT TO BE HEARD. BUT THERE IS A NEW STYLE EMERGING TO MATCH AN EVER INCREASING SOPHISTICATION IN THE HIGH STREET.

ALL NORITSU MACHINES INCLUDE IN THE OVERALL PRICE, A SUPERBLY DESIGNED QSS ONE HOUR PHOTO CENTRE UNIT. IF YOU CAN'T BELIEVE IT, CALL NOW ON **0908 371100**

**Before the other
clowns find out!**



NORITSU

NORITSU (UK) LIMITED
"The Image Maker!"

Exercise with the Goddess

Energetic visitors can take to the floor with television's fitness expert Diana Moran, better known as the Green Goddess.

On the Sunday, she will join Windsor Healthcare's team on Stand D26 to support the Dulco-lax "Fit for life" campaign. Launched last year, the campaign is encouraging consumers to take more exercise and incorporate more high fibre, low fat foods into

their diets.

Throughout the day, Diana will hold a series of simple exercise sessions and will be available to offer individual advice on diet and exercise.

She will also give away copies of a 16-page "Fit for life" booklet she wrote for the company in which she outlines the routine which transformed her from being "a bit of a lump" into the now famous Green Goddess.

Anyone placing an order for the eight-tablet "holiday" pack of Dulco-lax will be entered into a draw to win a set of Pierre Cardin luggage comprising a colour co-ordinated vanity case and Gladstone travel bag.

Windsor are also offering a special deal on Hill's Balsam and will be giving details of the "heavyweight" support behind the brand this Winter. Tel: 0344 484448.

A great deal for Christmas

Weleda are looking ahead to Christmas with half price deals on bath milks.

Four outers, each containing six bottles, are offered in any combination of the four varieties — citrus, lavender, pine and rosemary — for £36.48 at Chemex compared with the normal trade price of £72.96.

Discounts are available on cough elixir and herb and honey cough elixir. The Chemex parcel (£23.49) consists of six of each in the 100ml size and three of each in the 200ml.

An introductory offer on the homoeopathic range for pets consists of three of each of the remedies on a stand for £29.50, with a POR of 64 per cent. Stand A52. Tel: 0602 309319.

The trip of a lifetime

A holiday for two in Beijing could be yours — just by going to Chemex. The trip, worth over £2,000, has been arranged by show organisers MGB Exhibitions. It can be won simply by visiting the China Travel Service stand where details will be on display.

The five day holiday includes visits to the Forbidden City, Summer Palace, Ming Tombs, Lama Temple, Temple of Heaven, Great Wall, Tiananmen Square, Beihai Park and the Beijing Opera.



Cleaning up in lens care

The contact lens care market through pharmacies has grown by around 14 per cent over the past year, say Ciba Vision who claim much of the success with their brand-leaders, especially the 10.10 cleaning and disinfection products.

Over the past 12 months the company has invested in its

commitment to pharmacy by expanding its sales force through Chefaro and increasing marketing support.

Pharmacists can collect new POS material from stand L39 where there will also be deals on the preservative-free and enzyme-free ranges. Tel: 0489 785300.

Bear guest on Sunday

Milupa's 13 as 12 special offer provides one free pack in every case purchased of Milupa infant foods, infant milks, herbal baby drinks and SPA mineral water.

Pharmacists visiting Stand J7 can be among the first to place orders for the recently launched Milupa pure cereals range which have no added sugar.

The new-look packs of Milupa Aptamil and Milupa Milumil now link directly with the food and drinks ranges relaunched last year, giving a coherent "Milupa" identity.

A finer granule has resulted in a 20 per cent reduction in volume and smaller packs which increase shelf yield.

Visitors in need of liquid refreshment can enjoy a glass of SPA still mineral water on the stand as a complimentary

toast to the company's partnership with Spadel UK, who market SPA natural mineral waters.

Unlike many other bottled waters, SPA is low in minerals and is suitable for making up infant milks, foods and drinks where an alternative to tap water is required.

The giant Milupa bear will be making a guest appearance on the stand at 12pm, 2pm, 4pm, and 5.30pm on the Sunday only. Tel: 081-573 9966.

Now you can see it

Chemex will be the first opportunity for many pharmacists to see the new packaging for Cupal Over and Under 6 paracetamol suspension, due this month.

Cupal will be highlighting Cuprofen soluble on their stand, where a magician will demonstrate its solubility as part of his act.

The Meltus superdeal draw will take place at 3.30pm on the Sunday, with three prizes worth a total of £1,000 in Thomas Cook travel vouchers. Stand B20. Tel: 0254 580321.

Time of the signs

A special show offer from Faylite Signs includes an interest free payment facility. Once again the company will be exhibiting a range of boxed neon signs and projecting lit signs. Stand 2, NPA Village. Tel: 021-359 1934.

Lagap profile

Lagap Pharmaceuticals will be profiling their expanding range of generics, branded ethical products and dietary supplements.

Their hospital product range will also be featured, in direct response to inquiries from hospital pharmacist attending last year's show.

There will be special offers, promotional activity and prize draws, including the chance to win a weekend for two in Denmark. Stand B27. Tel: 0420 478301.

The launch of a major new product is expected on the Wellcome stand J10. Actifed and Sudafed packaging has been redesigned for the coming Winter and matching POS is being introduced. Tel: 0270 583151.

There will be special exhibition offers on Jica beauty products which include Evian sprays, the Nail Magic range and Orly nail accessories. Stand H19. Tel: 081-979 0228.

Lait General Medical Ltd are offering demonstrations and free samples of their Meditherm re-usable heat treatment packs, Whittaker orthopaedically designed neoprene supports and their latest first aid kits. Stand E51. Tel: 0787 76493.

For many pharmacists, Chemex will be the first chance they will get to see the Pizazz Sport range. The products will be featured on the Spectrum stand J16 and nearby will be Nigel Mansell's Pizazz Sport Renault Clio 16V to be given away in a competition in the Daily Express. Pharmacists will be able to enter a draw to win a trip for two to the Portuguese Grand Prix. Tel: 081-523 5500.

Colorama will present their new national programme at Chemex. Visitors to Chemex will be sent an invitation to visit the stand and register for a free draw. Each day of the exhibition the winner will receive a video recorder. Stand C23. Tel: 071-261 1082.

Readingspecs Co, a division of Regent Spectacles Co, claim to have developed the largest selection of ready-made reading glasses in Europe. There are over 45 frames, and lenses in nine strengths. Retail prices start at £2.99 for "half-eyes", while the popular fashion frames retail at £4.99. The company offers a compact display carousel which requires only 1 sq ft of counter area. Special Chemex deals available. Stand C59. Tel: 081-800 5986.

THE BIG SQUEEZE

WELEDA
REDUCE THE PRICE OF ALL
THEIR TOOTHPASTES



~~OLD R.S.P. £1.99~~
**NEW R.S.P.
£1.05**

~~OLD TRADE PRICE £1.10~~
**NEW TRADE PRICE
62P**

P.O.R. 30.3%

New, improved plant and new manufacturing methods have enabled Weleda to reduce the trade price and R.S.P. on their entire range of toothpastes – Calendula; Herbal; Krameria; Plant Gel and Salt.

SEE US AT CHEMEX STAND A52

**SEND THIS AD BACK
WITH YOUR ORDER TO WIN A FULL
EXTRA 5% DISCOUNT**

(Minimum order – 1 outer, contains 12 tubes)



**Harnessing the Power
of Nature for Health**

Weleda (UK) Limited, FREEPOST 200, Ilkeston, Derbyshire DE7 8DR.
Telephone: 0602 309319. Facsimile: 0602 440349

The Beauty of Chemex

13 & 14 SEPT 1992—WEMBLEY EXHIBITION CENTRE, LONDON



The Beauty Industry is forging ahead in the 1990's, so a trip to **CHEMEX** will make sure that you don't get left behind...

Retailer, buyer, specifier....whatever your position or interest, **CHEMEX** brings together all aspects of the industry, under one roof.

If it's in the pharmacy ..

.. then it'll be at CHEMEX

- Cosmetics
- Skincare
- Toiletries
- Haircare
- Fine Fragrances

And much more ..

- Makeover Demonstrations
- Manicure Demonstrations
- New Product Launches

PLUS

Hundreds of SHOW ONLY offers and promotions.

The chance to WIN a fabulous holiday to China.

Don't miss CHEMEX ..

Telephone 081-302 7215 or complete and return the coupon below for your complimentary ticket.

CHEMEX
EXHIBITION



Sponsored by

**CHEMIST &
DRUGGIST**

Please send me free tickets for Chemex.

Name

Company

Address

Postcode

Please complete and return to: Chemex, MGB Exhibitions Ltd,
Marlowe House, 109 Station Road, Sidcup, Kent, DA15 7ET.

13 & 14 September 1992